



Droitwich Spa
**Public Realm
Enhancement and
Network Improvements**



Dear Residents and Businesses,

Droitwich Spa is a thriving and vibrant community, with a rich history and a range of attractions to the visitor. Residents and businesses alike are keen to see the town centre streets, pathways and open spaces in public ownership (often referred to as the public realm) improved, to make the town centre more welcoming to visitors and shoppers, boosting the local economy and community life.

Worcestershire County Council would also like to look to develop a package of investment in transport infrastructure and services for Droitwich Spa, which meets the needs of local people. As there is limited funding available, areas for improvement will need to be prioritised to determine a realistically phased programme for delivery.

We would like to hear your views to help influence the proposals as they are developed into an investment strategy for the town. I hope you will get a chance to look at the displays, talk to Worcestershire County Council officers and let us know your thoughts.

Kind regards,

Pamela and Lynne

Worcestershire County Councillors for Droitwich Spa



Pamela Davey
Droitwich East
Chairman of the Council



Lynne Duffy
Droitwich West
Chairman of the Children
and Young People Overview
and Scrutiny Panel

The Proposed Scheme:

The proposals are split into a number of areas. These are matched to questions at the back of this leaflet, and will be used to prioritise the list of proposals for funding and delivery.

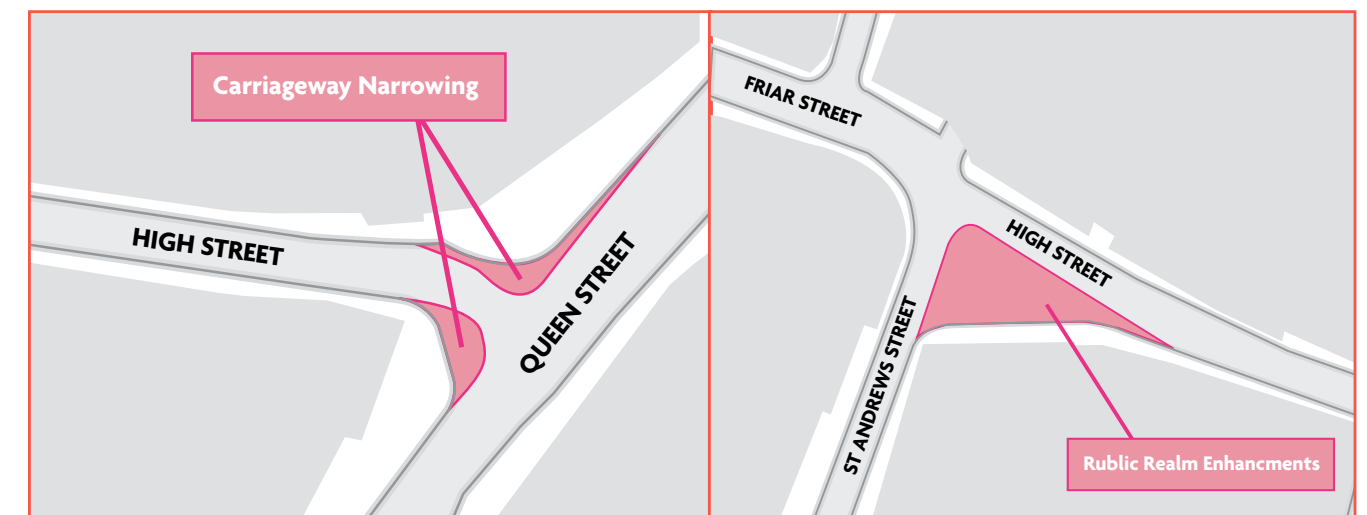
Area 1: The High Street

Droitwich High Street is in a poor state of repair. The effects of severe flooding and subsidence caused by generations of salt mining in the area have resulted in an uneven streetscape and a deteriorated public realm.

Any scheme in this area would be subject to the successful completion of the investigation and introduction of flood mitigation measures and therefore, may take longer than to implement.

A scheme in this area could look to replace the current kerbed street with a flexible public realm area (similar to Worcester High Street) which could be used for markets and public events. A scheme could include:

- Resurfacing of the entire area, possibly including removal of kerbs and other unnecessary thresholds which limit mobility around the area for mobility scooters, pushchairs etc;
- Improvements to street lighting
- Improvement to open up access and make more of a feature of the historic Brine Pump exhibit in Tower Hill.
- Replacement of old and poor quality street furniture with modern high quality equivalents (benches, bollards, bins etc)
- Provide opportunities for planting
- Changes to parking and access arrangements, which could include:
 - Removal of on-street parking on the High Street (as large public car parks exist nearby at Ricketts Lane, Friar Street and High Street Car Parks, providing a total of 288 short stay spaces and 32 long stay spaces, all of which have spare capacity) which would enable much wider 'pavement' areas to be considered and provided to improve access to and the attractiveness of shops and local businesses;
 - Closure of the High Street area to through traffic (effectively semi-pedestrianisation) with the exception of public service vehicles, disabled drivers and delivery vehicles (for access);
- Junction redesign at either end of the High Street (junctions with Queen Street and St Andrew's Street) to:
 - discourage unnecessary through traffic;
 - reduce vehicle speeds;
 - provide a gateway feature into the historic town centre;
 - improve pedestrian crossing opportunities;
 - and protect historic buildings.

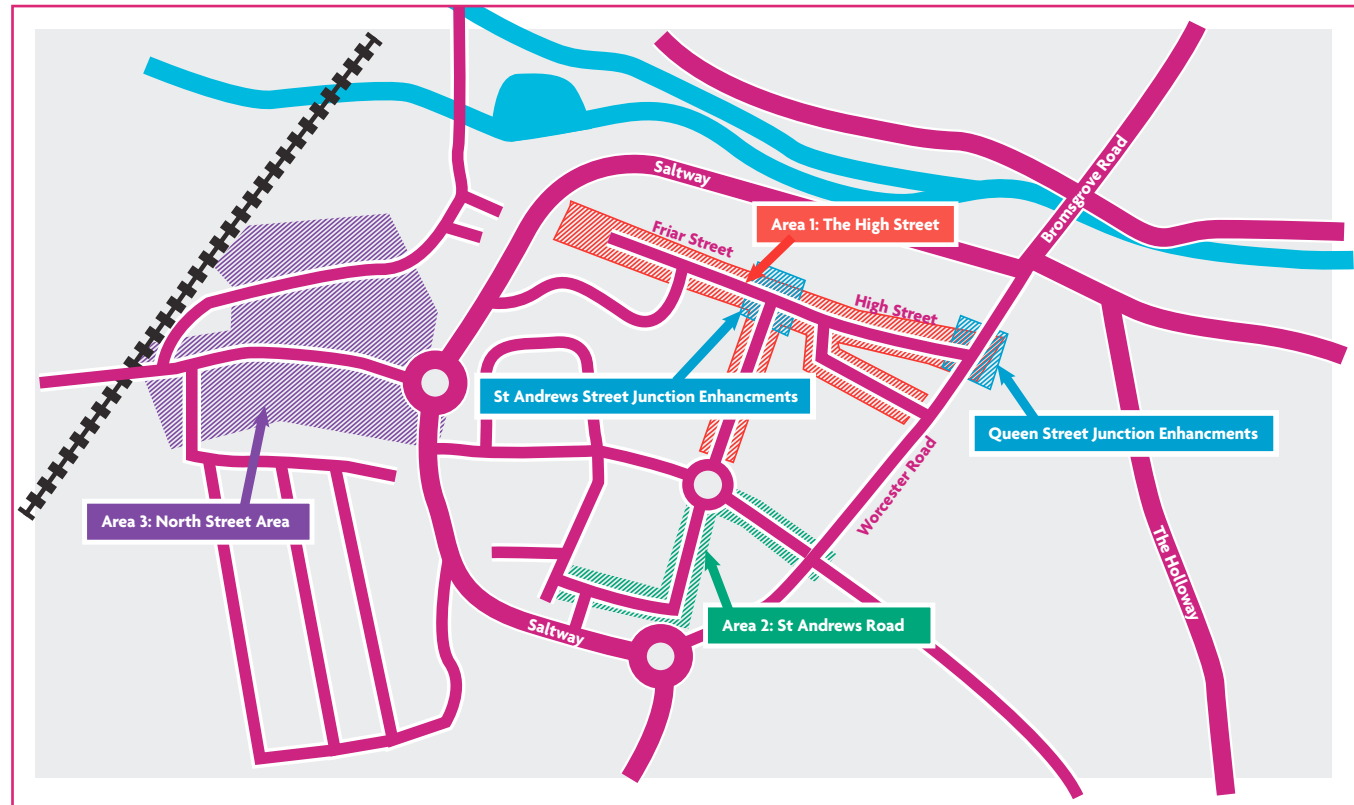


Junction re-design at either end of the High Street

Area 2: St Andrew's Road

St Andrew's Road is currently part of a complex one-way system in the Town Centre. There is the potential to convert this to two-way traffic flow along its full length, between the junction with Worcester Road and Victoria Square. This could deliver the following strategic benefits:

- Encourage through traffic to use this route into the central area, rather than the High Street (this option could be considered jointly with closing the High Street to through traffic)
- Improve cycling routes into and through the town centre
- Improve access to town centre car parks
- Facilitate occasional closure of Victoria Square to accommodate major public events



Area 3: North Street Area

Connectivity between the railway station and the town centre is poor for all modes of transport. Possible improvements could include signage, and public art to create a clearly defined route between the two trip attractors. Improvements to subways (improved street lighting, cleaning and exploration of public art opportunities) could significantly improve the attractiveness of potential routes for pedestrians and cyclists.

Area 4: Gateway Features to the Town

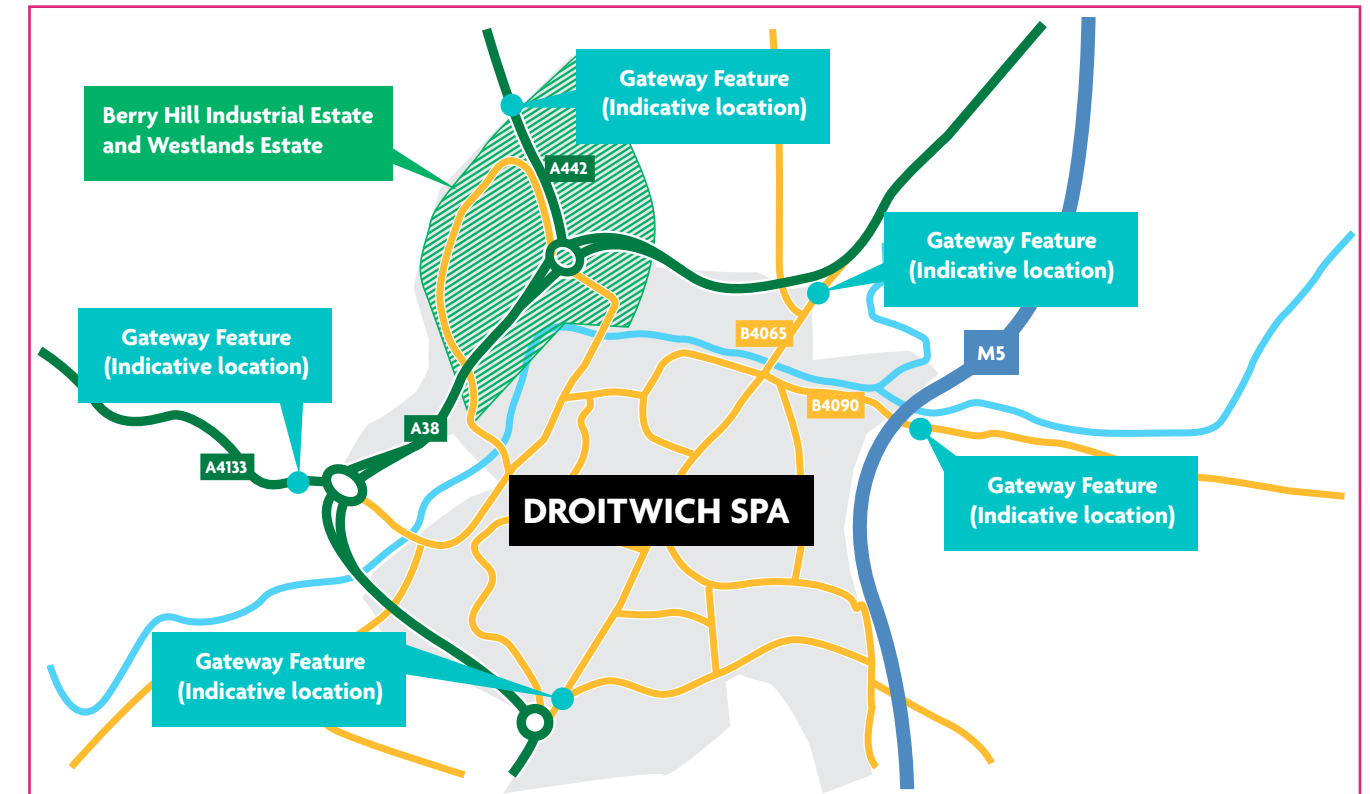
Proposed gateway features to highlight and enhance the main 'entrances' to Droitwich Spa:

- B4065 - Bromsgrove Road (in the vicinity of Chateau Impney)
- B4090 - Hanbury Road (in the vicinity of the motorway overbridge)
- A442 - Kidderminster Road (in the vicinity of Stonebridge Cross/bridge over Elmbridge Brook)
- A4133 - Ombersley Road (in the vicinity of the A38 junction)
- B4090 - Worcester Road (in the vicinity of the Copcut roundabout)

These features can involve planting, signage and minor engineering changes to the highway to reduce vehicular speeds and reinforce entrance to the urban area, but also to encourage visitor trips.

Area 5: Improvements to access Berry Hill Industrial Estate/Westlands

The Berry Hill Industrial Estate and adjacent Westlands Estate have poor links to adjacent residential areas and the town centre for all modes, but particularly for pedestrians and cyclists. A comprehensive signage strategy and the development of a safe and direct walking and cycling route (including improved crossing(s) over the A38) and improvements to subways is proposed to improve access between the Berry Hill Industrial Estate, residential areas and the Town Centre.



Traffic Management

It is likely that a road closure would be required to deliver improvements to the High Street, however, Worcestershire County Council would work closely with contractors to ensure that access was retained to properties during the works, and impacts on residents and visitors were as limited as possible.

New Development and Growth in Droitwich Spa

A large number of transport schemes to improve infrastructure and services for all modes in Droitwich Spa is included in the South Worcestershire Development Plan's Infrastructure Development Plan. This emerging document will set out the required infrastructure and services to support sustainable growth in the town, and will be largely funded by new developments. For more information, visit: www.swdevelopmentplan.org



What happens next?

We welcome your views over the next few weeks and would value your response before **30th October 2014**.

Please detach and return your comments to the address below:

Transport Programme and Commissioning Team,
Pavilion H1, County Hall,
Worcester,
WR5 2NP

Alternatively please complete the survey online at: www.worcestershire.gov.uk/droitwichspa

The outcomes of this exercise will be evaluated and considered after the closing date. We are not able to respond to individual comments; however, these will be collated anonymously and each responded to specifically on our website in due course.

Indicative Timescales:

Comments from the public will be evaluated	November 2014
Phases programmed	Late 2014
First Phase option designed	Early 2015

For further information about the Droitwich Spa scheme, please contact:

By telephone **01905 765765**
By email: **WTS@worcestershire.gov.uk**

This document can be made available in other languages and alternative formats (e.g. Braille) on request form The HUB, telephone 01905 765765 or by emailing worstershirehub@worcestershire.gov.uk

To the best of our knowledge all information was correct at time of printing 08/14

Comment Form

Please complete and return by 30th October, 2014. The survey can also be easily completed on-line at:
www.worcestershire.gov.uk/droitwichspa

Area 1: The High Street

Access to the High Street

Please select your preferred option for access to the High Street:

Options	Please tick one
Current access arrangements to the High Street should be retained	<input type="checkbox"/>
The High Street should be closed to all vehicles (pedestrianised) except for public service vehicles	<input type="checkbox"/>
The High Street should be closed to most vehicles, with the exception of disabled drivers, public service vehicles and delivery vehicles.	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

On-street parking arrangements in the High Street

Please select your preferred option for on street parking in the High Street:

Options	Please tick one
No change to the number of street parking spaces	<input type="checkbox"/>
Removal of some on-street car parking and conversion of remaining spaces to blue badge holders only, with some footpath widening	<input type="checkbox"/>
Removal of all on-street car parking in favour of wider footpaths throughout	<input type="checkbox"/>
Other (please specify)	<input type="checkbox"/>

High Street – Junction Redesign

What is your opinion of the High Street junction proposals (please tick) for each proposal:

Options	Agree	Disagree	Neither Agree or Disagree
The Queen Street/High Street Junction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The St Andrews Street/High Street Junction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any other comments to make with regards to improving the High Street?



Prioritising Areas for Improvement

Thinking about all areas that may need improvement, please prioritise in the order you consider to be most important (please place a number against each area, 1 being the most important, 5 being the least):

Proposal Area	Ranking (1 to 5)
Area 1: High Street	
Area 2: Access improvements in the St Andrew's Road Area	
Area 3: Access improvements in the North Street Area	
Area 4: Gateways to the Town	
Area 5: Access improvements to Berry Hill Industrial Estate/Westlands	

Overall Look and Appearance

Considering the look and appearance of all of the areas generally, please state your preferences. Please grade proposals in order of Preference (1 = most preferable, 6 = least preferable)

Measure	Ranking (1 to 6)
Enhanced plant areas	
Modern street furniture (stainless steel and wood)	
'Heritage' street furniture (black and gold)	
Benches, bins and bollards	
Improved vehicle and pedestrian/cycle signage	
Reduction / consolidation of signage and other street furniture clutter	
Other (please specify)	

New Development

If Planning process allows, what would you wish to see improved through the developments at Raven Hotel/Baxendens/Yew Tree sites?

Other Comments

Do you have any other specific comments that you would like to make?

About you

Connection with Area:

- Local Resident
 Local Business
 Stakeholder (please specify)

- Other (Please specify)

Circumstances:

- In full time employment In part time employment
 Self employed In education Sick/disabled
 Retired Unemployed Carer
 Other (please specify)

Sex

- Male Female

What is your postcode:

Age:

- 16 - 19 20 - 29 30 - 39 40 - 49
 50 - 59 60 - 69 Over 70

Thank you for getting involved,
Please encourage others to do the same!