



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 form a realistic programme of work.

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.



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.

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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.



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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.

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

Comment Form

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

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

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

Do you have any other comments to make in regard to improving the High Street?

Thinking about all areas, how many need improvement, please prioritise in the order considered to be most important (please place a number again each area, 1 being the most important, 5 being the least):

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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		

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

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

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Enhanced plant areas		
Modern street furniture (stainless steel and wood)		
'Heritage' street furniture (black and gold)		
Benches, bins and bollards		
Improved vehicle and pedestrian crossings		

If Planning proposals have a high priority for the development of the area, how would you like to see the area improved through the development of the area? (Please list any specific proposals, such as trees, etc.)

