



# 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 priorik for toyn m'eomine a realistor for the realist

## 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.

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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.

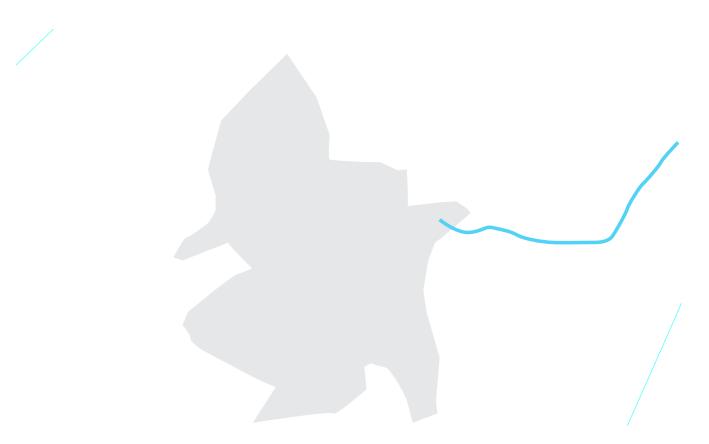
A scheme in this area could look to replace the current kerbed street with a flexible public realm area (similar to Worcester High Street) which could be used for markets and public events. A scheme could include:

- 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.





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.

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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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Plea e elec o r preferred op ion for acce o he High S ree :

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Plea e elec o r preferred op ion for on ree parking in he High S ree :

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Wha i o ropinion of he High S ree j nc ion propo al (plea e ick) for each propo al:

Do o ha e an o her commen o make i h regard o impro ing he High S ree ?

Thinking abo all area ha ma need impro emen, plea e priori i e in he order o con ider o be mo impor an (plea e place a n mber again each area, 1 being he mo impor an, 5 being he lea ):

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 o ha e an o her pecic commen ha o o ld like o make?

Con idering he look and appearance of all of he area generall, plea e a e o r preference. Plea e grade propo al in order of Preference (1 = mo preferable, 6 = lea preferable)



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