
Warwick Town Centre: Proposed Improvement Ideas

October 2016

Background

The proposed improvement ideas for Warwick Town Centre have been developed following a transport strategy review for the Warwick and Leamington area carried out in 2014/15. The focus of the strategy is to help tackle existing and future issues for the town centre.

The proposals identified for the town centre are:

- Wider pavements and new crossing points for pedestrians
- Cycle lanes and shared use cycleways
- Cycle-contraflow on one-way streets
- One-way routing The Butts (Northbound Direction)
- One-way routing along High Street/Jury Street (Eastbound Direction)
- Priority signals for buses
- Reducing street clutter
- Junction alterations at key gateways
- 20mph zone

The town centre proposals are a first step in taking forward the recommendations of the strategy revision. Other recommendations being taken forward include:

1. Consideration of Park and Ride services for Warwick and Leamington,
2. Area wide improvements to walking and cycling,
3. Working with employers and schools to encourage walking, cycling and car-sharing.

The proposals aim to:

- Improve air quality
- Support and enhance the local economy
- Promote a healthier and active community
- Protect the historic built environment

Methodology

The consultation ran for six weeks from Thursday 7th July 2016 to Monday 22nd August 2016. In total 290 feedback forms were completed (77 manual, 213 electronic).

In addition, a letter was sent to stakeholders notifying them of the consultation and offering an individual meeting to discuss the proposals. Individual meetings were held with a variety of stakeholders, namely the Chamber of Trade, Guide Dogs for the Blind, Warwick District's Conservation Area Forum and Cycleways.

The public and stakeholders were also able to participate in the consultation at a series of consultation events (Table 1). At these events, residents were able to complete a paper version of the consultation response form. Consultation material was also displayed at each of these events, in addition to being available on the County Council website:

www.warwickshire.gov.uk/warwicktowntcentre

The website received a total of 2045 hits during the consultation period.

Table 1 Consultation Events

| Warwick Town Centre – Proposed Improvement Ideas | | | |
|--|---|---------------|------------------|
| Venue | Date | Time | Number of Visits |
| Warwick Town Centre – Community Forum | 7 th July 2016 | 18:30 | 60 |
| Market Square – Outside Shire Hall | 8 th - 9 th July 2016 | 10.00 – 16.00 | 300 |

Warwickshire County Council representatives were available at all events to answer any queries.

The consultation response forms asked respondents the following questions:

- 1) “Please indicate your level of support for the proposed improvement ideas for Warwick town centre as a whole”
- 2) “Please indicate your level of support for each of the proposed improvement ideas”
- 3) “Please indicate your level of support for the more detailed proposals for Priory Road”
- 4) “Please indicate your level of support for the more detailed proposals for Northgate junction”

Key Findings

- The consultations received 290 responses (77 manual, 213 electronic)
- Of the 285 respondents who answered question 1 (level of support for the improvement ideas for Warwick town centre as a whole), 159 (55.8%) support the statement, whilst 98 (34.4%) respondents disagreed with the proposed ideas to improve Warwick town centre. A total of 28 (9.8%) respondents neither agreed nor disagreed.
- A reduction in street clutter was the most supported proposal in question 2, of the 285 respondents who answered this question, 229 (80.4%) agreed with the statement.
- One-way routing along High Street/Jury Street (eastbound direction) was least supported proposal. Of the 287 respondents who answered this question, 136 (47.4%) supported, whilst 114 (39.7%) respondents objected. A total of 37 (12.9%) respondents neither agreed nor disagreed.
- The majority supported:
 - Wider pavements and new crossing pointed
 - Cycle lanes and shared use cycleways
 - One-way routing along The Butts (northbound direction)

- Priority signals for buses at the bus station
- Reducing street clutter
- Junction alterations at key gateways
- 20mph zone for the new town centre
- Residents were asked to indicate their level of support towards the more detailed plan for Priory Road. Of the 279 respondents who answered this question, 143 (51.3%) supported (the majority) with the statement, whilst 64 (22.9%) respondents objected. A total of 72 (25.8%) respondents neither agreed nor disagreed.
- Some of the common themes when residents were asked for additional reasons of support or objection to the Priory Road proposals were:
 - “Will create gridlock/ congestion/ standing traffic”
 - “Needs further review/ object to some aspects”
 - “Support this / Great idea”
 - “Consider cyclists and pedestrians more”
 - “Need more information/ some details too small”
- Residents were also asked to indicate their level of support towards the proposed Northgate junction alterations; over half of the 279 respondents who answered this question supported the proposal 154 (55.2%) , whilst 65 (23.3%) respondents objected. A total of 60 (21.5%) respondents neither agreed nor disagreed.
- Some of the common themes when residents were asked for additional reasons of support or objection to the Northgate proposals were:
 - “Need more detail/ consultation/ can’t make sense of map”
 - “Good idea/ soon please/ agree/ support”
 - “Will not work/ unworkable/ vehicles will not fit”
 - “Will create more congestion/ gridlock/ pollution”
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Results

Question 1: “Please indicate your level of support for the proposed improvement ideas for Warwick town centre as a whole”

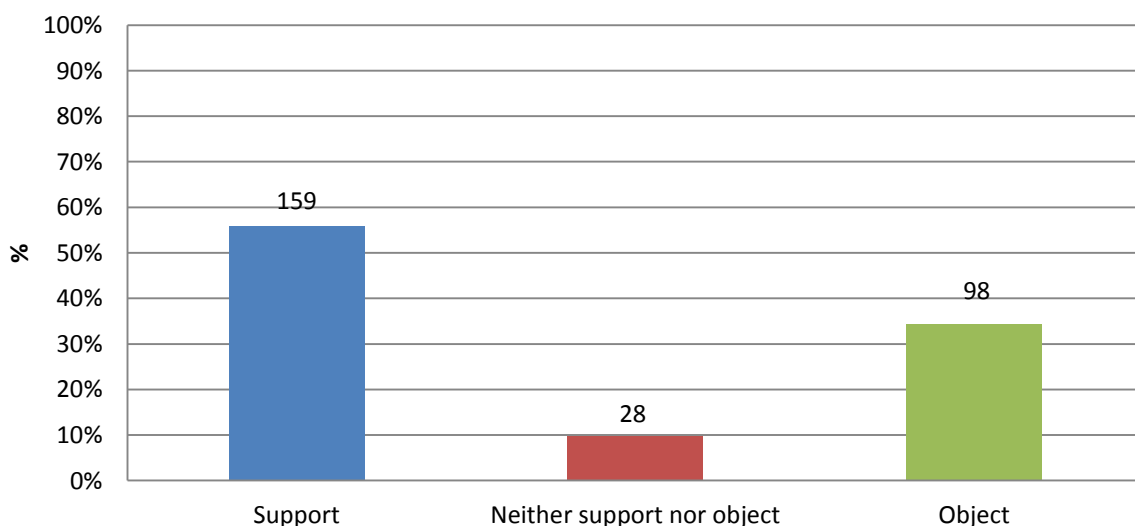


Figure 1 - Level of support for the proposed improvement ideas for Warwick town centre

Respondents were asked to indicate their level of support with the above statement. Of the 285 respondents who answered this question, 159 (55.8%) supported the statement, whilst 98 (34.4%) respondents objected the proposed ideas to improve Warwick town centre. A total of 28 (9.8%) respondents neither agreed nor disagreed with the above statement (Figure 1)

Question 2a: “Please indicate your level of support for each of the proposed improvement ideas”

- Wider pavement and new crossing points
- Cycle lanes and shared use cycleways
- Cycle contraflow on one-way streets
- One-way routing along The Butts (Northbound direction)
- One-way routing along High Street / Jury Street (Eastbound direction)
- Priority signals for buses at the bus station
- Reducing street clutter
- Junction alterations at key gateway
- 20mph zone for the town centre

a. Wider pavement and new crossing points

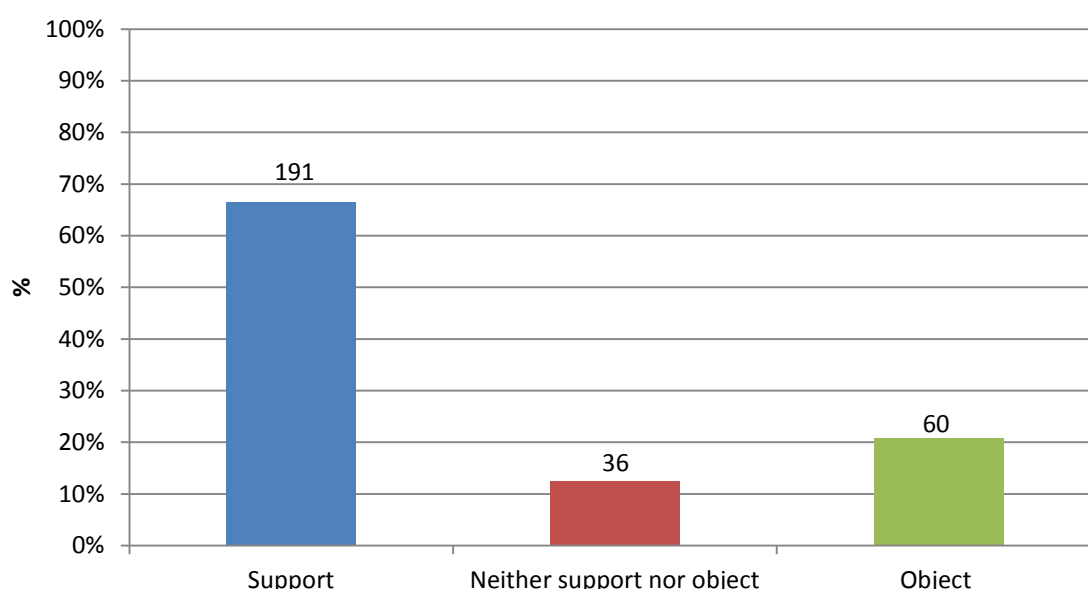


Figure 2 - Level of support towards wider pavements and new crossing points in Warwick town centre.

Of the 287 respondents who answered this question, 114 (66.6%) supported the statement, whilst 60 (20.9%) respondents objected. A total of 36 (12.5%) respondents neither agreed nor disagreed with the above statement (Figure 2)

b. Cycle lanes and shared use cycleways

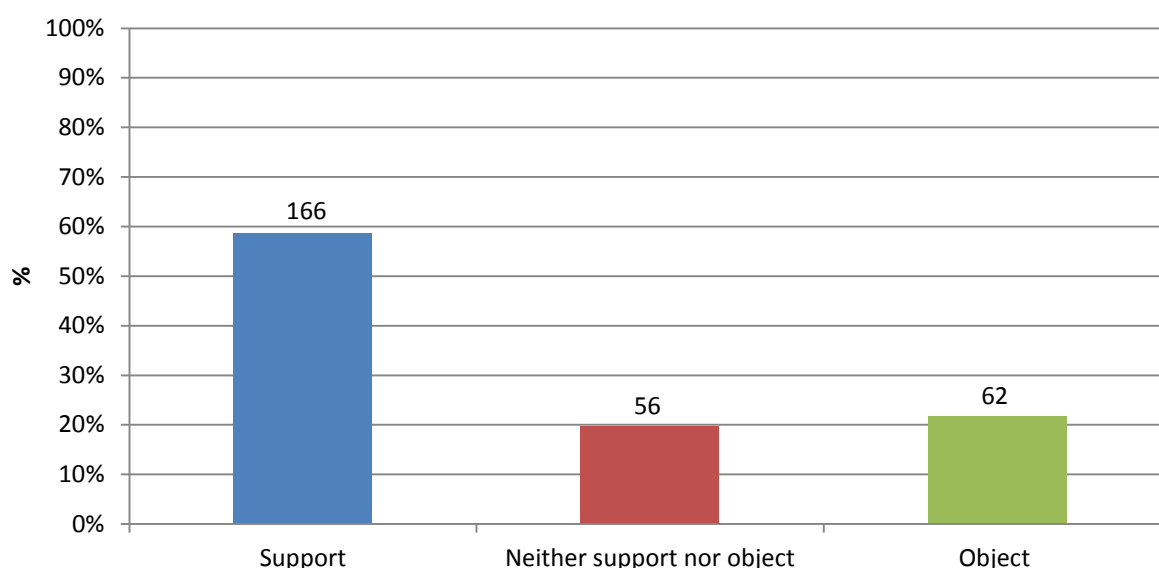


Figure 3 - Level of support towards cycle lanes and shared use cycleways in Warwick town centre

Over half of the 284 respondents who answered this question, 166 (58.5%) supported statement, whilst 62 (21.8%) respondents objected. A total of 56 (19.7%) respondents neither agreed nor disagreed with the above statement (Figure 3).

c. Cycle contraflow on one-way streets

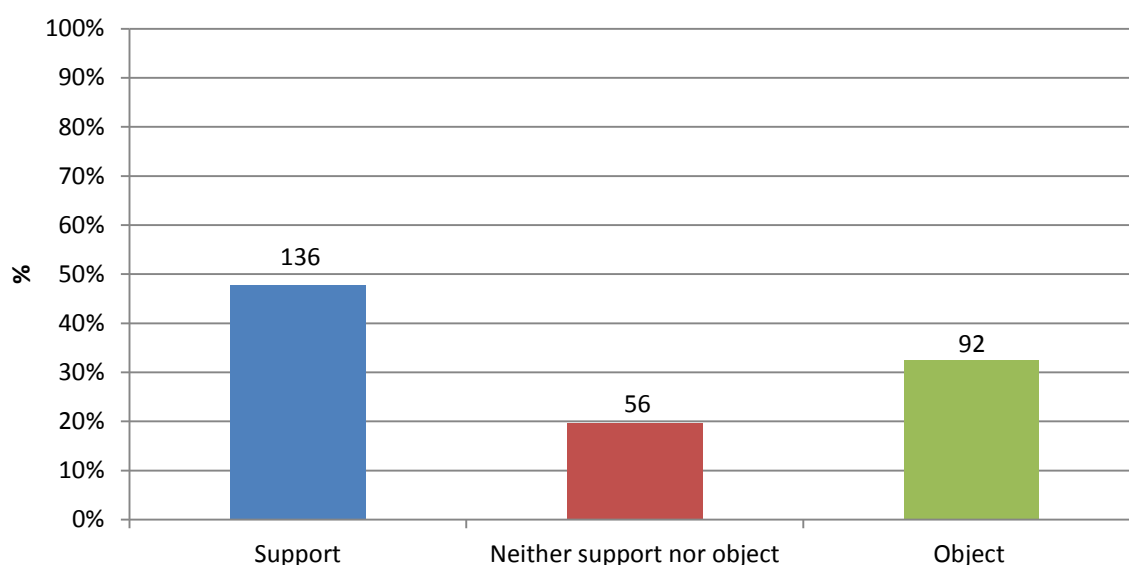


Figure 4 - Level of support towards cycle contraflow on one-way streets in Warwick town centre

Of the 284 respondents who answered this question, 136 (47.9%) supported the statement, whilst 92 (32.4%) respondents objected. A total of 56 (19.7%) respondents neither agreed nor disagreed with the above statement (Figure 4).

d. One-way routing along The Butts (Northbound direction)

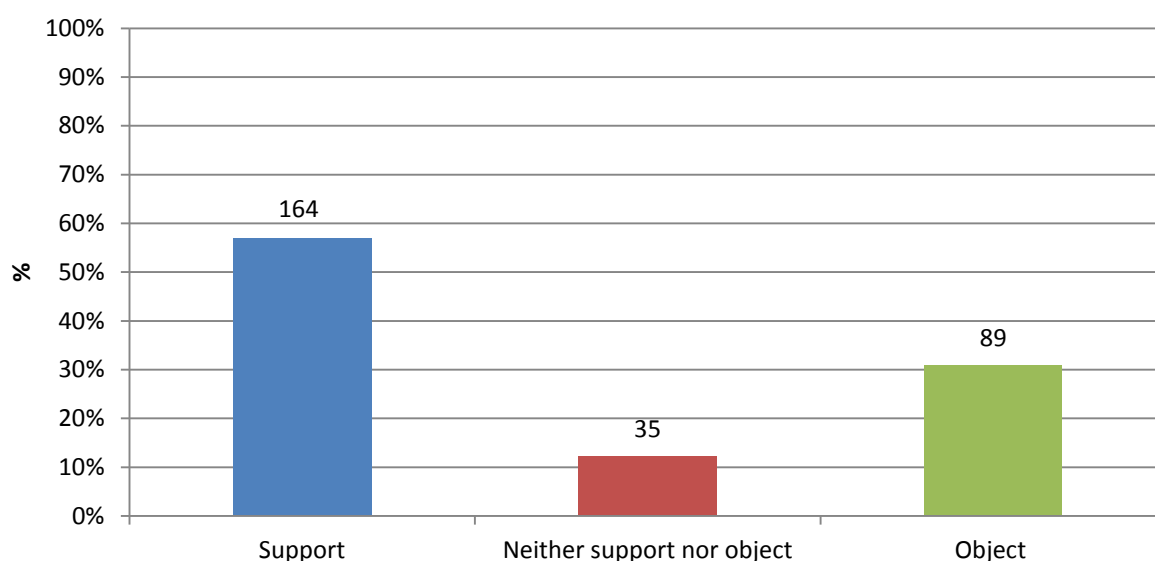


Figure 5 - Level of support towards one way routing along The Butts (Northbound direction) in Warwick town centre

The majority of the 288 respondents who answered this question supported the statement (164 or 56.9%), whilst 89 (30.9%) respondents objected. A total of 35 (12.2%) respondents neither agreed nor disagreed with the above statement (Figure 5).

e. One-way routing along High Street / Jury Street (Eastbound direction)

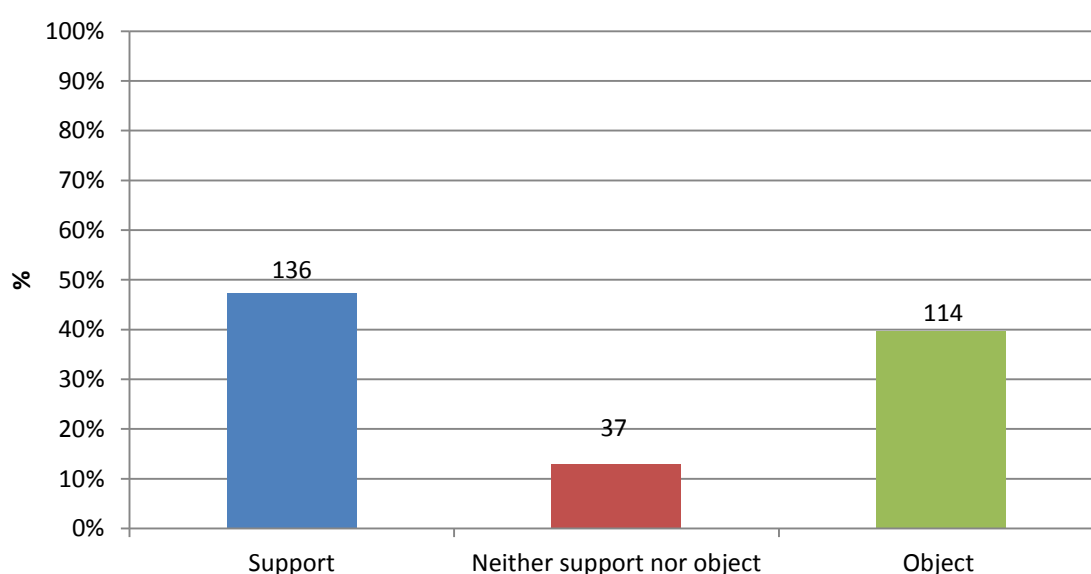


Figure 6 - Level of support towards one way routing along The Butts (Northbound direction) in Warwick town centre

Of the 287 respondents who answered this question, 136 (47.4%) supported, whilst 114 (39.7%) respondents objected. A total of 37 (12.9%) respondents neither agreed nor disagreed with the above statement (Figure 6).

f. Priority signals for buses at the bus station

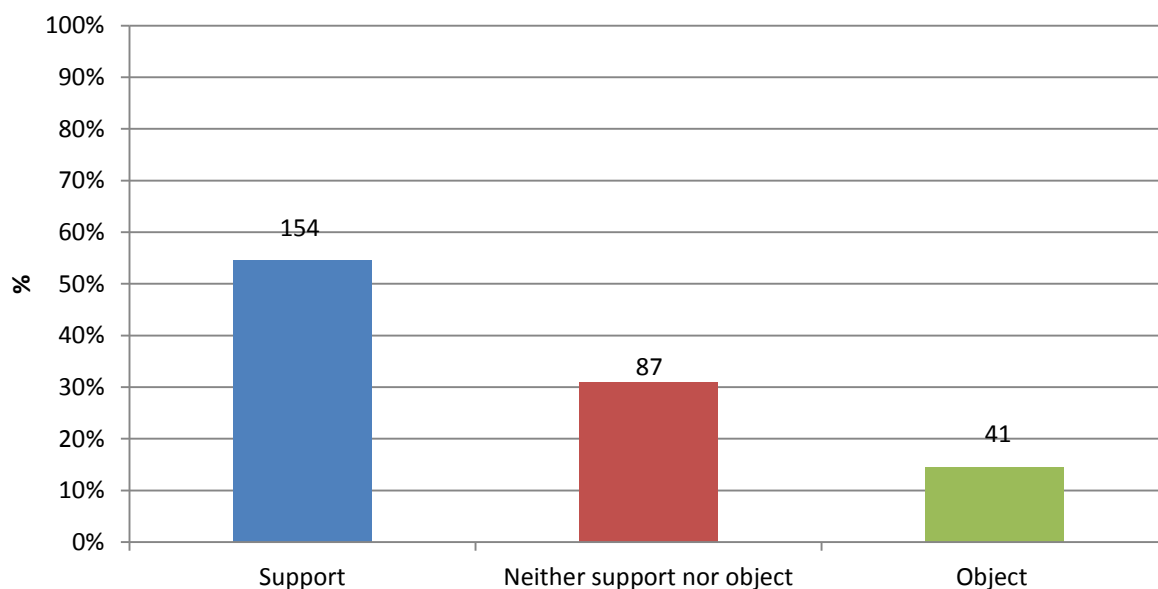


Figure 7 - Level of support towards priority signals for buses at the bus station in Warwick town centre

Over half of the 282 respondents who answered this question 154 (54.6%) supported the statement, whilst 41 (14.5%) respondents objected. A total of 87 (30.9%) respondents neither agreed nor disagreed with the above statement (Figure 7).

g. Reducing street clutter

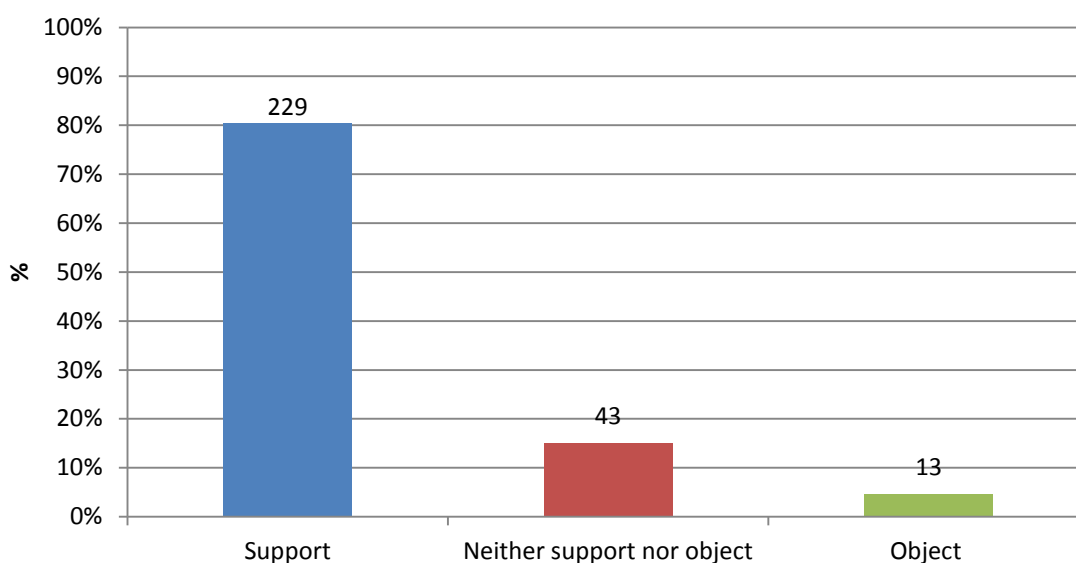


Figure 8 - Level of support towards reducing street clutter in Warwick town centre

A large majority of the 285 respondents who answered this question, 229 (80.4%) supported whilst 13 (4.6%) respondents objected. A total of 43 (15.1%) respondents neither agreed nor disagreed with the above statement (Figure 8).

h. Junction alterations at key gateways

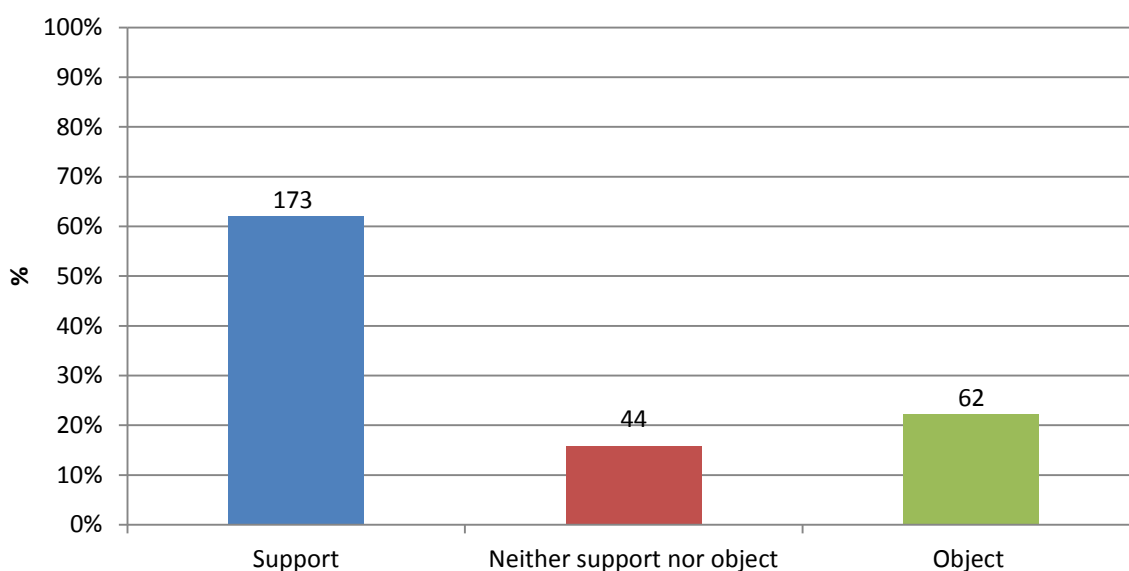


Figure 9 - Level of support towards junction alterations at key gateways in Warwick town centre

Of the 279 respondents who answered this question, 173 (62%) supported with the statement, whilst 62 (22.2%) respondents objected. A total of 44 (15.8%) respondents neither agreed nor disagreed with the above statement (Figure 9).

i. 20mph zone for the town centre

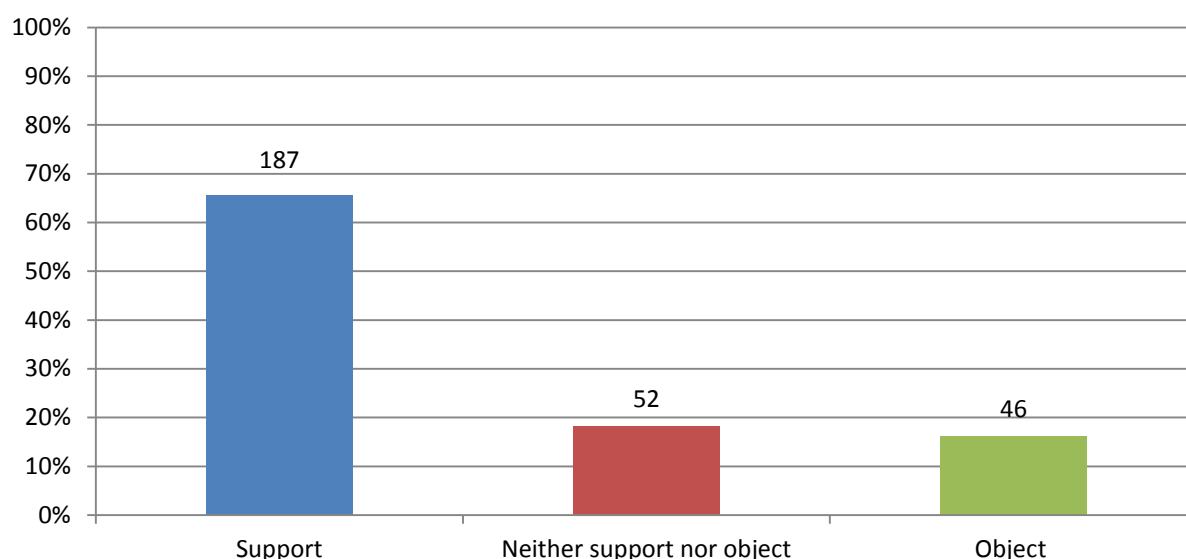


Figure 10 - Level of support towards junction alterations at key gateways in Warwick town centre

Of the 285 respondents who answered this question, 187 (65.6%) supported the statement, whilst 46 (16.1%) respondents objected. A total of 52 (18.2%) respondents neither agreed nor disagreed with the above statement (Figure 10).

Question 2: “Comments – Please refer to the number of the proposed improvement idea that your comments relate to e.g. No.7 for Reducing street clutter”

Respondents were asked to give comments on the proposed improvements and to refer to the proposal they were commenting on. Below is a list of quotes for each proposal. These could not be themed.

A Wider pavement and new crossing points

“Emergency vehicles already have difficulty moving along the highway”

“Wider pavements will not encourage café society we do not have the climate and they just get cluttered and cause more problems for pedestrians”

“Would be wonderful to be able to use the wider pavements together with reduced traffic to allow for continental street style cafe”

“Pavements are wide enough already and making roads narrower will make the traffic move more slowly causing more traffic jams”

“Wider pavements would impede ambulances movements down the High Street since the ambulance station has moved”

B Cycle lanes and shared use cycleways

"Shared use cycleways are the least preferred option"

"As a frequent cyclist I support all initiatives to make cycling safer and easier"

"Pedestrians, cycles and mobility scooters do not mix. Dangerous"

"We would support as long as not shared with pedestrians"

"I strongly support the improvement and encouragement of cycling in and around Warwick"

C Cycle contraflow on one-way streets

"Cycle contraflow I think will be very dangerous for cyclists and pedestrians"

"Only practical where road is wide with sufficient width for a lane and there are a number of 'pinch' points where there is barely room for cars/pedestrians without the additional danger of cyclists"

"Needs to be signed/segregated to avoid confusion/surprises for cars and pedestrians..."

"Seeing a cyclist coming towards a driver in what would seem 'the wrong direction' may lead to accidents"

"...should be a priority and should be segregated from traffic and pedestrians"

D One-way routing along The Butts (Northbound direction)

"These changes will increase traffic on Theatre Street..."

"Traffic should go the opposite way to which is planned"

"Surely all the traffic having to go up the Butts will have to go along Theatre Street (past the bus station) to get grid locked at peak times. What purpose would widening the pavements on Jury Street have, apart from restaurants being able to put tables and chairs out for a couple of months a year. Won't longer journeys create more pollution"

E One-way routing along High Street / Jury Street (Eastbound direction)

"Haven't we spent enough previously on this road, what a waste!"

"Effect for residents and workers along Castle Lane so that on leaving, they can no longer enter West Street but have to turn east along High St and then into Jury St and town centre"

"High St/ Jury St is not the problem and the pavements are already quite wide and under used."

"The introduction of a one way system on the high street will cause all westbound traffic to the M40 to instead go down Theatre Street. This does not appear to be explicitly stated in the plans, nor is there any mention of any measures to address this increase on traffic on Theatre Street. This road currently suffers from stationary traffic and I can't believe that the air quality on the road is within any standards. Furthermore, increasing traffic on this road will make worse the conflict point at the end of this road and West Street"

"The direction of the one-way system is counter-intuitive, and will surely cause conflicts and delays especially at Eastgate and Westgate junctions. The option with reversed flows should be thoroughly re-considered"

F Priority signals for buses at the bus station

"We need priority for buses (i.e. signals)"

"Provision necessary for pedestrians to safely cross Warwick Bus Station bus lanes after alighting, to Puckerings Lane and Brook Street"

"In conjunction with the increase in traffic along Theatre Street this would cause more problems by halting the flow to allow the buses through. There do not seem to be any problems for the buses at the moment & I do use them on a regular basis, so why change things"

"Priority signs for buses are not required, the majority pull out regardless of whether there is enough room"

"Thought the idea was to increase traffic flow. This would need more lights in an area where there are already sets of lights"

G Reducing street clutter

"Reducing street clutter it would help if street signs were not only pointing the right way up!"

"This is about the only thing I agree with..."

"This will save pedestrians having to step into the road to look around"

"Good idea"

"Support reduction of unnecessary street clutter in line with DfT guidelines"

H Junction alterations at key gateway

"These proposals seem largely positive, however I see one huge bottleneck at the bottom of priory road and Smith Street where traffic already backs up, and all traffic that would have gone down the butts heading for Myton Road will now have to negotiate an already difficult junction to continue along Bowling Green Road and onwards to Myton Road. This defeats your objectives of reducing standing traffic."

“...the traffic controls operating appropriate timing will be crucial otherwise the whole scheme will be seen as a failure.”

“Will the only way out of Barrack Street be right into Northgate, so leaving town will require another circuit of the centre in order to get out into Theatre Street or Saltisford? Unnecessary restriction”

“I don't see that any of these changes will improve Warwick traffic flow”

“Part of flawed proposal”

20mph zone for the town centre

“Absolutely support this 100%, so long as it is enforced in such a way that motorists know they won't get away with exceeding the 20mph limit”

“20 mph zone is pointless at rush hour as no-one can reach that speed and un-necessary when the roads are quieter as slower speed will lead to more pollution and congestion and increased tailgating”

“Enforced 20 mph zone will make the town centre safer and more pleasant for pedestrians and cyclists”

“In place one including the 20mph zone, we feel there be some traffic calming, e.g in The Butts to discourage speeding”

Question 2b: “Are there any other ideas that could be considered”

A total of 79 respondents provided comments for this question. Only themes identified in more than 10% of responses are detailed below.

Theme 1 – “Encourage use of Bus / Walk / Cycle / Extend full cycle routes”

Nearly a quarter of respondents (23.8%) suggested the encouragement of bus, walk and cycle routes to be explored in the proposal.

“Additional bicycle parking to encourage cycling”

“Cycle routes on A425 / Birmingham Road and Coventry Road”

“Cycle way up Castle Hill”

“More places in the town for parking and securing bicycles would encourage more cycle journeys for business and shopping”

Theme 2 – “Review traffic flow / Partially implement / Implement in phases”

Residents (22.4%) made reference to the implementation of the proposals and the review of traffic flow.

“don’t have a left turn from High st / Jury st into the Butts”

“Don't implement any idea until it has been tested. i.e. install temporary changes at little cost. Don't spend our money playing games that do not work!”

“Take the traffic lights out in Jury Street”

“Review of traffic within the town centre i.e. Market Place”

Theme 3 – “Park & Ride/ Subsidised (council) bus travel/ Council park & ride”

Out of the 79 respondents who provided comments for this question, 12.2% suggested a Park and Ride scheme.

“Park and Ride”

“Park and ride for Warwick Castle/tourists to the town centre and Racecourse visitors...”

“Park and ride installed at Warwick parkway not so easy to think of ideas to S and E of Warwick possible park and ride near to M40 junction down West St”

“Perhaps a park and ride from Warwick parkway?”

Theme 4- Other

Other themes were drawn from respondents suggestions (listed below). Although these themes did not occur as frequently as the themes outlined above.

- *“Control schools traffic”*
- *“Remove old failed measures”*

- *"More/ affordable car parking spaces"*
- *"Extend 20 / 30 zones more widely/ Widen plan / Enforce speeds"*
- *"Link road improvements"*
- *"More pedestrian / cycle crossings / pedestrian crossing enforcement cameras"*
- *"Will not achieve objective/ object/ nothing wrong currently"*
- *"Stop buses/ large vehicles in town centre"*
- *"Widen junctions/ roads"*
- *"Traffic lights / More sequenced lights"*
- *"Stop new home building"*
- *"Restrict commercial access / general access to residents"*
- *"Close rat runs"*
- *"Increase disabled parking / accessibility"*
- *"More trees/ plants/ improve air quality"*
- *"Proper one way system"*
- *"Residents parking scheme"*
- *"Increase use of box junctions / enforce them"*
- *"Wider footpaths"*
- *"More consultation/ What's the cost"*
- *"Stop on street general parking"*
- *"Coach parking/ schools coach parking"*
- *"Car pools/ car share"*
- *"Better signage/ car park live numbers/ 20mph etc"*
- *"Support local business during the work"*
- *"Move taxi rank"*
- *"More cycle parking"*
- *"Move Council out of town"*
- *"Look how other towns have dealt with issue"*
- *"Get on with it"*
- *"Improve street lighting"*
- *"No single carriageway"*
- *"Improve bus service"*
- *"Encourage (local) business"*
- *"Charge Council employees to park"*
- *"Move the bus station"*
- *"Estate developers to contribute to the required improvements"*

Question 3: "Please indicate your level of support for the more detailed proposals for Priory Road"

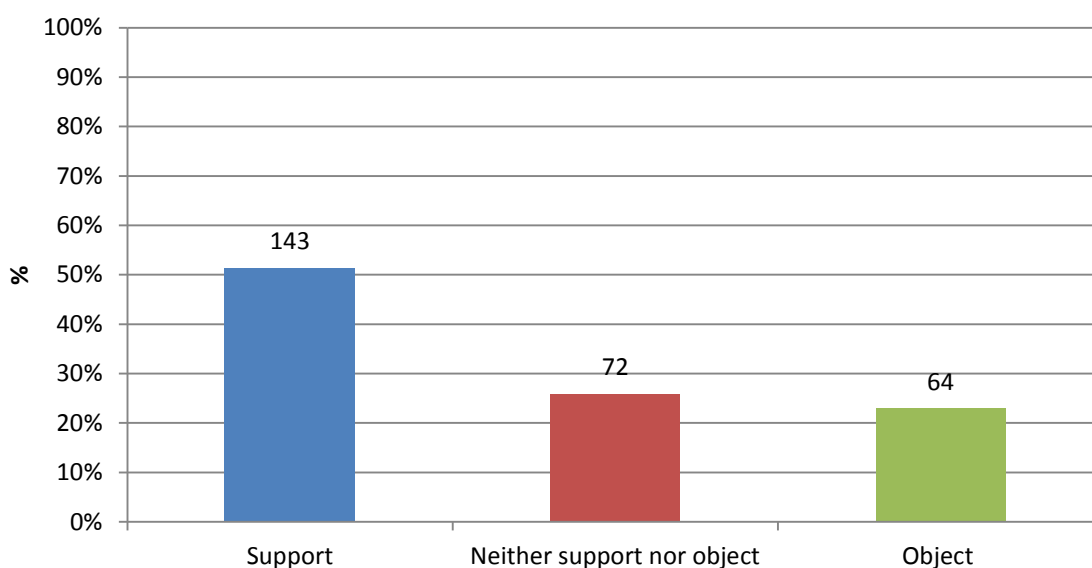


Figure 12 - Level of support towards the more detailed plan for Priory Road in Warwick town centre

Respondents were asked to indicate their level of support towards Warwick town centres proposal for the more detailed plan for Priory Road. Of the 279 respondents who answered this question, 143 (51.3%) supported the statement, whilst 64 (22.9%) respondents objected. A total of 72 (25.8%) respondents neither agreed nor disagreed with the above statement (Figure 12).

Question 3 – “Comments to support the level of support to the more detailed proposals for Priory Road”

A total of 77 respondents provided comments for question three. Only themes identified in more than 10% of respondent’s responses are detailed below.

Theme 1 – “This will create gridlock and congestion”

One in four respondents (26%) made reference to how the detailed proposals regarding Priory Road could create gridlock and congestion in Warwick town centre.

“...The traffic is going to increase on Priory Road as cars can’t use the Butts...”

“...it will be chaos and traffic will be standing and polluting all the way to Northgate!”

“...Not at all convinced this is appropriate or will cope with the volume of traffic”

“These plans would increase congestion in this area of the town”

Theme 2 – “Objection to some aspects of proposals/ further reviews needed”

A number of respondents (22.1%) expressed concerns over the proposed changes to Priory Road.
Numerous concerns were raised:

“...you really need to rethink this Priory Road junction”

“Change road layout at St Johns”

“I do not agree with blocking the Smith Street end of Cross Street”

“Not happy with yet more traffic lights at Smith St junction”

Theme 3 – “Support of the proposal”

Some residents (13%) gave comments outlining their support for the scheme.

“Great idea for 20mph...”

“Yes, Priory Road at the moment is awful, just a race track with pedestrians hemmed up against buildings. Traffic calming and narrowing is to be applauded”

“support the wider pedestrian space...”

“Strongly support so long as there is decent provision for pedestrians (a wider footpath) and cyclists (preferably a northbound lane on the left side travelling from St Johns to town centre)”

Theme 4 – “Consider cyclists and pedestrians”

Respondents (11.7%) reinforced the need to integrate cyclists and pedestrians in to the proposal.

“... Cyclists should have their own lane – some go too fast to share with pedestrians”

“Cyclists sharing pavements is a nightmare particularly for the frail...”

“Excellent ideas for making cycling in to Warwick town centre ideal”

“Now that traffic only comes up the Butts it should be possible to make the pavement wider opposite the Punch Bowl, providing a safe position for pedestrians to cross when coming from North Gate. The pavement is very narrow and we can expect traffic to be moving quickly around this corner”

Theme 5 – “Details too small, need further information”

Some residents (11.7%) highlighted they needed further information to support or object to the consultation. The information on the consultation website was also deemed too small and hard to understand.

"I can't read them online. It is far too small..."

"More information required before assessment can be made on how the junction at Priory Road,/Smith Street/ St Nicholas Church Street would operate"

"Picture unclear"

"The plan is very confusing to understand"

Theme 6- Other

Other themes were drawn from the comments (listed below). Although these themes did not occur as frequently as the themes outlined above.

- *"Review the traffic flow/ speeds of traffic"*
- *"Will just move the issues"*
- *"Will create "rat runs""*
- *"Need wider pavements"*
- *"Remove the (failed) traffic calming/changes"*
- *"Nothing will change"*
- *"Waste of money"*
- *"Only do after one way is implemented/ phased approach"*
- *"Consider turning of buses and lorries"*
- *"Will improve air quality"*
- *"Restrict parking bays/ non-residents parking"*
- *"Will increase pollution"*
- *"Need an improved bus service/ affordable buses"*
- *"Increased road noise if not right material"*
- *"Need more trees (stop pollution effects)"*
- *"Need to separate cyclists and pedestrians"*
- *"Repeating previous mistakes"*
- *"Not currently an issue"*
- *"Temporary trial of measures"*
- *"Need fewer new houses / cars"*
- *"Clear Signage required"*
- *"(streets) Should be accessible from both directions"*

Question 4 – "Please indicate your level of support for the more detailed proposals for Northgate junction"

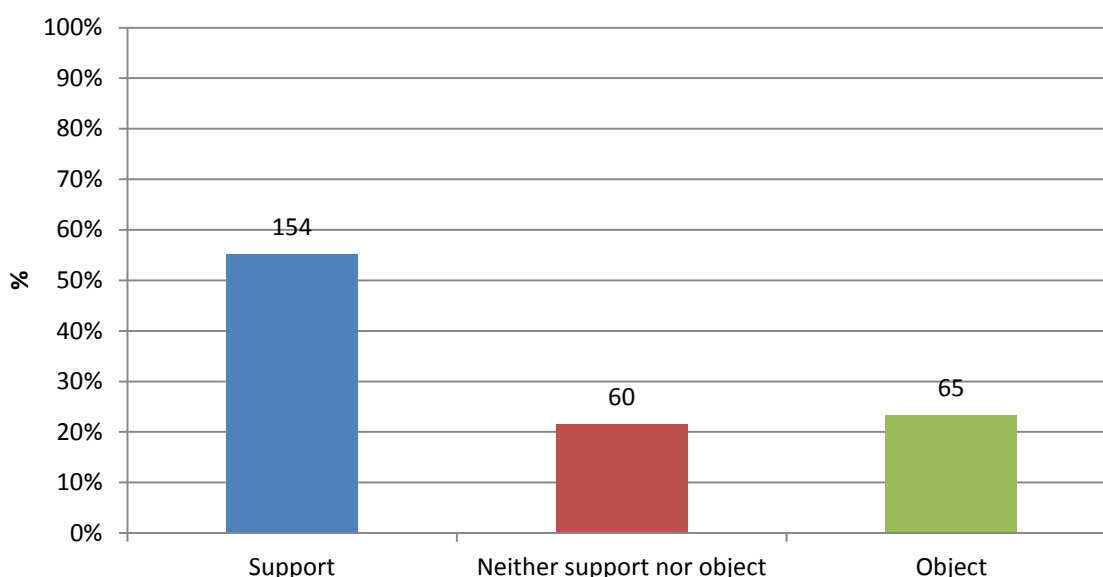


Figure 13 - Level of support towards the detailed plan for Northgate junction in Warwick town centre

Over half of the 279 respondents who answered this question supported the more detailed proposals for the Northgate junction (154 or 55.2%), whilst 65 (23.3%) respondents objected the more detailed proposals. A total of 60 (21.5%) respondents neither agreed nor disagreed with the above statement (Figure 13).

Question 4 – “Comments to support the level of support to the more detailed proposals for Northgate junction”

Respondents were asked to provide comments on the level of support for the proposed Northgate junction alterations. A total of 79 respondents provided comments for this question. Key themes were identified from the comments, with each key theme being evidenced by multiple quotations.

Theme 1 – “Need more detail on the consultation and cannot make sense of the map”

Nearly a quarter of respondents (24.1%) commented that they needed further details of the consultation and could not make sense of the map.

“I can’t read them online. All font is too small”

“I can’t make head nor tail of the map!!...”

“...especially to the foot-way and road area of Barrack Street must involve clear consultation with the representatives of Northgate Methodist Church...”

“It would be useful to have more information...”

Theme 2 – “Agreement and support of the scheme to go ahead as soon as possible”

12.7% of respondents supported the scheme to go ahead immediately

"As soon as possible please"

"I actually quite like it"

"I generally support these as it provides a crossing place for pedestrians..."

"Northgate junctions will be transformed from a worn out-dated dangerous area to well planned place for cars and pedestrians"

Theme 3 – "Vehicles will not fit/scheme will not work"

Some respondents (10.1%) warned that vehicles, especially HGVs would not fit in the proposed scheme and that the scheme would generally not be fit for purpose.

"Concerned that buses will be able to turn from Cape Road because of increased traffic from The Butts"

"Deliveries for Sainsbury's in articulated Lorries already have difficulty pulling out of Cape road around 0745 hrs in a morning and the road has been further narrowed. I doubt that it caters for the turning circle of artics, single and double deck busses."

"...Ensure that large trailers carrying roundabouts and tanks and coaches can get into Northgate Street without deforming block work or felling signs"

"Unworkable"

Theme 4 – "Congestion, pollution and gridlock"

Some (10.1%) highlights issues with congestion/gridlock and a potential increase in pollution in the proposed scheme.

"Again will just cause further congestion"

"... It sends people round the houses and ends up creating more traffic"

"If journeys are going to take longer how is this going to cut pollution you're sending residents round in circles..."

"Its cutting use of another road out – Barrack Street, which can't be good in easing congestion, just to make a pretty area!"

Theme 4- Other

Additional themes drawn from the comments are listed below, though these themes did not occur as frequently as the themes outlined above.

- *"Dangerous/ unsafe/ have concerns"*
- *"Not pedestrian/ cyclist friendly"*
- *"Weight/ time restrictions for large vehicles/ access rules"*
- *"Need better disabled/ young children planning"*
- *"Unnecessary/ Disagree/ Not needed/ object"*
- *"Will create rat runs"*
- *"Fix other issues first"*
- *"Requires the better use of street furniture"*
- *"Only after the one way is in effect"*
- *"Need traffic lights/ calming measures"*
- *"Need maintenance factored in"*
- *"Include in 20mph zone"*
- *"Review WCC parking access"*
- *"Fewer trees"*
- *"Trial before make permanent"*
- *"Need suitable materials"*
- *"Need residents only restrictions"*
- *"Need more trees"*
- *"Will reduce pollution"*
- *"Consider free parking"*