

News release: 10 December 2019

Creating a visual welcome to the city

Lichfield District Council is set to unveil a series of Visit Lichfield promotional boards to improve the look and feel of the Birmingham Road site hoardings.

Work is due to be completed this week to install Visit Lichfield artwork along the hoardings on Birmingham Road, highlighting the best things about Lichfield District.

From district-wide attractions, restaurants, shops and festivals, the artwork will promote a range of local destinations and events to residents and visitors passing by this gateway to the city.

This is the first part of the short-term works to improve the area while the long-term city masterplan is developed. The rest of the short-term works will get underway early in the new year, including the demolition of the police station and bus station buildings, landscaping of the area, and creating more coach parking spaces and temporary toilets. The work will also improve the route into the city centre from the bus and train stations.

Craig Jordan, Head of Economic Growth and Development at Lichfield District Council, said: “We’re really pleased that visitors to the city will be welcomed by attractive artwork, displaying many of the highlights the city and district has to offer to our visitors.

“It will be a significant milestone to see the demolition work get underway in the new year along with the other temporary improvements to the site. This will improve the look and feel of the area while we make progress on our long-term masterplan for the city centre.

“The masterplan will set out how we shape different parts of Lichfield city for the future and provide attractive places for people to live, work and visit. We will be consulting on the draft masterplan in January and encourage our community and stakeholders to get involved in this process and let us know what they think. We’re hoping to have the final masterplan agreed in the spring.”

To find out more about Birmingham Road site and the masterplan for Lichfield City, please visit www.lichfielddc.gov.uk/citycentreplan.

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