

## SWDP 40: Waterfronts



- A. The waterfront locations at Droitwich Spa, Evesham, Pershore, Tenbury Wells, Upton-upon-Severn and Worcester will be protected and enhanced by:**
- i. Ensuring new development establishes a positive relationship with the waterway and takes full advantage of its location, addressing the waterway as a frontage, opening up views and improving public access.**
  - ii. Supporting mixed use development proposals, particularly those that enable the public to enjoy the waterside in buildings fronting the waterway, and the provision of public spaces or squares.**
  - iii. Protecting and improving access points to the waterway, including paths, towpaths, cycle routes and facilities for launching boats.**

### Reasoned Justification

1. The valleys of the Rivers Severn, Avon, Teme and their tributaries contribute significantly to the natural character of south Worcestershire, whilst the canal networks are a legacy of the County's industrial heritage. The waterways provide opportunities for recreational, tourism and commercial activities for the benefit of the community and local economy. In turn, opportunities will arise both to enhance the quality of river frontages within the

urban areas and, on a wider scale, to improve access along south Worcestershire's waterways.

2. Waterways also play an important role in providing and enhancing wildlife habitats and Green Infrastructure, as well as offering opportunities for their protection through the adoption of appropriate management strategies. Conversely, inappropriate waterfront-based development can harm the natural environment.
3. In the wider context of supporting approaches to sustainable development, waterway use needs to be flexible enough to allow for possible future opportunities to utilise the local or national network for transportation, energy generation or other purposes, including water conservation and providing a supply for irrigation purposes.
4. The aim of this policy is to ensure that development proposals are appropriate in their use and design and establish a relationship with the waterway. Mixed use developments are more likely to increase the vitality of waterside locations and facilitate better access to centres.
5. In developing schemes, regard should be had to the Worcester City Centre Masterplan and other guidance provided by the relevant local authority for river / canal frontages, e.g. in Wychavon, the Evesham Riverside Framework, or the Droitwich Canals Supplementary Planning Guidance.