

1.7.4 The guide should be used by the following groups;

- Landowners
- Developers
- Designers
- Architects
- Surveyors
- Engineers
- Property Managers
- District, Town and Parish Council Members
- Town Planners
- Community and amenity groups
- Local residents

1.8 The Value of Good Design

1.8.1 Good design adds value to development schemes in terms of environmental performance, community and social well being and commercial viability. The value added by better design is important to appreciate when considering all development projects within Daventry. DDC will require a demonstrable investment in good design and a commitment to best practice.

1.8.2 Good design contributes to a sense of place by reinforcing the local pattern of development and grain of the urban landscape. At the same time, unless conservation interests are overriding, it should be innovative and be of the 21st Century. Good design should promote a sense of well-being and pride in an area through an obvious investment in the design

process. Clear and coherent design should create a more legible or understandable built environment, which enhances accessibility and ease of movement. The simple forms of traditional and Victorian architecture have proved to be robust and enduring; and form an important part of the Daventry townscape in High Street and Sheaf Street. Contemporary design should allow for sustainability, for example by being energy efficient, and built to last through being capable of accommodating change.

1.8.3 As long as scale, quality and materials are respected, contemporary styles need not sit uncomfortably within historic development. In broad terms, well designed 21st Century architecture should sit comfortably with, and complement, well designed traditional built environments.



Daventry Design Codes



Stakeholder Workshop

Wednesday 2nd March 2005



Halcrow



Design Codes Stakeholder Workshop

1.9 Getting the Process Right

1.9.1 The most successful developments are those that have been designed through collaboration and consultation between all parties, often allowing for a sense of pride and ownership to develop, along with reduced need to continuously cost for vandalism. Developers and designers will be actively encouraged to engage with planners at an early stage to ensure that the emerging proposals are consistent with the advice in this document, planning and design briefs and other SPDs. DDC also encourage developers to actively engage with the local community.

1.9.2 As part of the production of these design codes a stakeholder workshop was hosted by DDC. A range of stakeholders attended including developers, civic groups, councillors, local businesses, interest groups and design consultants (see Appendix C). Participants were split into three themed groups covering built form, urban form and public realm. They were firstly asked to identify what makes the town special in terms of local distinctiveness and to identify any local issues. The second part of the workshop developed key principles, which could be applied to each of the themed elements. The results of the workshop have been fed into this document.

1.10 Structure of the Report

1.10.1 The document is split into a number of key sections as follows:-

- Urban design principles for better places which provide overarching principles for design in Daventry
- Overarching sustainability guidance
- Character analysis
- Character area descriptions
- Town centre design code
- Character area guidance
- Urban design principles for urban extensions