

## 6.29 Signage

6.29.1 Signage should enhance the legibility of the Town Centre and elevate the status of key destination points and places of interest. There should be a coherent system linking key Town Centre locations within the historic core. The primary aim is to 'catch' people at these locations and guide them into the Town Centre. Visitors should be 'welcomed' into Daventry by a distinctive marker sign located at key entry points from the bus station, car parks, major pedestrian links and major roads. This should include not only directional signage but also interpretation on the history of the town and local community information, such as events.

6.29.2 Traffic signs are necessary for driver and pedestrian safety and convenience, but they can be visually intrusive if not dealt with in the correct manner. From the streetscape point of view the number of signs should be minimised in order to reduce their cumulative visual impact and should be as small as possible and grouped together to avoid clutter. A balance has, therefore, to be struck between reducing street clutter whilst still achieving safe and informative signage.

6.29.3 Certain traffic signs, such as waiting and loading restriction signs need not require separate posts and can be attached to existing items of street furniture, such as lighting columns, railings or bollards. Similarly it may be possible to put certain types of signage on to buildings or walls. By grouping signs in this way it is possible to avoid clutter in the street scene. As pedestrians tend to have more time in which to respond to directional signage it is possible for pedestrian signage to be fitted into the street

scene with a considerable degree of care and attention.

6.29.4 The provision of signage needs to be viewed positively in order to not detract from the street scene. In terms of style a simple, traditional approach to directional signage has already been developed in the Town Centre in terms of directional finger posts. It is intended that this style is continued throughout the Town Centre. However, in order to create a more locally distinctive product a creative approach to signage is required and the inputs of local artists and crafts people are to be welcomed. In particular, the involvement of artists in gateway signage, interpretation boards and community boards would be valuable.

6.29.5 In the proposed development sites, a more contemporary approach can be adopted which should reflect a creative architectural response to Town Centre character.



The traditional style of existing Daventry street signage



A simple, but contemporary approach is possible outside the Conservation area. Signage should, where possible, be combined with other items of street furniture to reduce clutter.

