

7.13 Town Centre Edge and Gateways

7.13.1 The Town Centre edge and gateway Character Area includes a number of sites identified in the TCV, and is therefore, subject to the prospect of land use change. The development of urban edge sites will significantly enlarge the Town Centre, and will, therefore, have a major impact on its image and the way it is used.

7.13.2 A key issue for development on the Town Centre edge is how it should relate to the ring road and outer roads (Eastern Way/Braunston Way, South Way, Northern Way). In particular, the issue of pedestrian severance caused from these busy roads and the presence of unattractive subways for pedestrian use. New development should seek to resolve these issues in order to connect these new growth sites into the Town Centre so they are not just used by car based visitors. The redesign of these roads proposed in the TCV should reduce their visual impact and create opportunities for improving pedestrian movement.

7.13.3 For many, the approaches to these new growth sites will represent a significant first impression of the town and it is essential that this is a positive one in terms of the town's future success. New development should positively address these roads with buildings facing the road and new landmarks created. Development should be strongly integrated into the Town Centre by providing direct, surface level crossings. New development should be integrated in a strong landscape structure creating a boulevard character to these roads with avenues of tree planting.

Code

The design of urban edge sites should provide a positive first impression to Daventry town centre by:-

- Providing direct surface level pedestrian linkages to the Town Centre
- Address issue of pedestrian severance caused by ring road and inner access roads
- Removal, where possible, of existing subways
- Orientating buildings so that they positively address the public realm and inner access road

- Providing a strong frontage on to the inner access roads through 3 storey buildings
- Locating occasional 4 storey landmark buildings at key, prominent locations
- Strengthening the green character of these edge sites through a strong landscape structure, creating a boulevard character
- Respecting the character of the Town Centre, whilst allowing a creative approach to development
- Introducing public art within key public spaces and buildings

