Site 1 – North of High Street Retail

The proposal has been designed around a new street which will run parallel to the existing High Street and form a complimentary offer to the existing retailing in Daventry. In particular, it will provide clothing and other non-food retailing and thus help the town centre operate as it should.

The scheme is centred on three new public open spaces:

- The first – a new civic square around which a new library and social services offices are arranged.
- The second – transforming North Street into a new open space in which a new street cafe will be located with the space designed to entice the shopper into the new street by providing glimpses of the retailing beyond.
- The third – a new central square, around which most of the new shops are arranged, into which new restaurants may be inserted and the existing street market may be extended.

Otherwise, the scheme consists of a series of retail units, with larger stores located at both ends and most lettable units varying typically from around 4,500 square feet to around 1,500 square feet and smaller kiosk sized units. The proposal provides around 100,000 square feet of retail space anchored by major stores of around 30,000 square feet and 20,000 square feet.
Site 1 – North of High Street Retail

Taking advantage of the topography of the site, a new car park shall be located at a lower level with the retail units partly over. This enables the upper floor to be set back many metres – well away from the adjacent properties.

The car park area will also receive extensive landscape treatment and includes the retention of a fine protected lime tree. The tree has been integrated into the proposals as a main feature at the entrance to the shopping areas from the car park and provides an interesting outlook from the high level apartments.

Located at this level will be the main service areas for the scheme. The North Street service area is underground and serves the eastern side of the development, including the library. The Millennium Way service area serves the western side of the development, together with existing shops on the High Street by means of carefully designed service routes.

If possible, the upper levels will be occupied by residential development arranged to take advantage of the views out of the site and the new courtyard centred on the retained lime tree. Residents will also have views into the development across the new shopping street, creating out of hours natural surveillance of the area. The apartments should add to the vitality of the scheme by creating diversity in the town centre.
sections

Town centre

North Street

Learning Quarter
Community Hall
Residential buildings with bars, restaurants and retail at ground floor
Cinema, bar, restaurant and leisure complex
Town houses
Existing Houses to North Street
New shopping street Site 1
High Street
Site 2 - Bowen Square, New Street and links to High Street

The proposals have two main elements. Firstly, the replacement of the small and poorly-functioning car park with additional shops. This has the potential, if appropriate, to create covered shopping arcades.

Secondly, to further extend the retail provision by relocating the Police Station to the extended council offices on Lodge Road. To ensure a satisfactory urban design solution, the new building should be arranged to face on to New Street and complete the ‘square’ of retail development. This new square should be sensitively remodelled, improved and landscaped.

The new shops would retain the ‘presence’ of the police building – although with improved design quality – by providing flats or offices above, to a similar height as the existing police station. The redevelopment would also replace the police yard and the New Street public facilities building. The lost facilities, especially the public toilets and Shopmobility, would be re-provided close by, probably within the new building.

The creation of Site 1, together with the rejuvenation of Site 2, should bring about a transformation in the footfall in the High Street, making it a much more attractive place for quality shops to locate.
Site 3 - Waterspace

Site 3 represents a key opportunity to make Daventry town centre a very special place. The Waterspace, surrounded by quality public squares and well–designed developments, should become a place people, both local and visitors, enjoy spending time in.

As well as the informal recreational activities, sitting by the water, playing games and so on, the area will offer opportunities for more formal leisure activities. The exact mix will depend on the market and local need at the time of construction. The space indicated will allow for a multiplex cinema and a bowling alley. In addition, the town’s leisure centre is close by, so there is the opportunity for linked leisure trips.

It is also vital that this area forms an integral part of the town centre, and therefore extensive footpath links are proposed between it and the existing centre and the other sites. These are designed to make moving between Site 3 and the rest of the town centre a pleasant experience which contributes towards the enjoyment of the area.

The housing on Site 3 will help contribute to a secure and active town centre, where the form of the buildings should contribute to creating the sense of a series of interesting and welcoming public squares. Each time a visitor moves, the glimpses into the next ‘square’ should tempt them to continue their journey.
Town centre
Isometric view
Waterspace

Central public Park
Public Marina for visitors boats
Community events space
2½ storey town houses with gardens
New public footpath to high street
Residential apartments
Apartments over restaurant, shop and café units
Possible Multiplex Cinema
Easternway garden
Apartments with multi-storey car park behind

mca
Marchini Curran Associates

Image by Chris Etches
Site 4 – Joint Civic Offices and Parking

The relocation of the police station from Lodge Road offers the opportunity to improve the delivery of public services through the provision of a police station suitable for modern policing requirements, and also by enabling the police and District Council, if they wish, to operate a common reception for members of the public.

The existing surface car park, accessed off Lodge Road, will receive additional decks to increase parking spaces in order to help meet the town centre’s increased demand for parking. This new car park shall be ‘screened’ from Eastern Way by a new development of apartments facing on to the Waterspace.
Site 4a – Town Centre Retail Extension

Site 4a is the largest single element of Site 4. It is to form a retail-led extension to the town centre, accommodating ‘bulky goods’ retailing such as DIY but in a style sympathetic to the nature of Daventry town centre.

The development of the site will also provide a replacement Working Men’s Club and housing on both the northern and southern edges to help the scheme ‘fit’ into the character of Daventry. This is a means of addressing the practical requirements of large format shopping, which the residents of Daventry need, while respecting the context of the area.

The site is located on one of the new key ‘gateway’ positions and therefore requires a high quality architectural solution. At the same time, the site will be viewed from higher ground and an interesting roofscape is also of high importance.
Existing Housing

Residential buildings with bars, restaurants and retail at ground floor

Pedestrian or PRT bridge

High Street and Holy Cross

New car park and apartments with council offices and police station

town centre

lodge road

section
Site 4g – Innovation Centre

A vital element of the regeneration of Daventry is the retention of students and the development of a knowledge based community.

One way of stimulating the development of new innovative companies is the establishment of a new Innovation Centre to act as a ‘seed bed’ for new companies arising out of an enhanced education offer in the town.

The proposed location of the Innovation Centre is the junction of Eastern Way and South Way, alongside the Waterspace and near the Learning Quarter. The new building will act as a gateway for Daventry town centre. Accordingly, it should be a piece of striking landmark architecture, reinforcing the message to residents, visitors and investors that Daventry in a place of quality, interest and progress. It should also assist in establishing the tone of the architecture for the Waterspace area as a whole.
Site 5 – Retail and Leisure

The proposed redevelopment of Waterloo, the former Gas Works and Outdoor Swimming Pool sites consists of a retail, leisure and residential development.

The retail element of the scheme consists of buildings for the sale of bulky goods. Connected to this is the leisure element of the scheme which consists of a health club, restaurants and cafés, a pub and hotel, all arranged to take advantage of the new waterfront aspect provided by the proposed Waterspace.

Car parking is provided to an appropriate level for the retail and leisure accommodation and in discreet and secure locations for the residential buildings. A new decked car park is proposed for the Waterloo site. This will take advantage of the topography to ‘lose’ the bulk of the building with residential apartments further screening the development from the playing fields. The car parking will be surmounted by retail (at street level), helping to draw shoppers to and from the High Street to the shops on the northern parts of Site 5. Above this will be one or two stories of offices, creating a three–storey building at Warwick Street level, which mirrors the scale of buildings on the other side of the street.
Site 5 – Retail and Leisure

The final part of the scheme is a residential element, consisting of new three and four storey apartment buildings, arranged around the canal basins on the northern part of the site. This height can be accommodated due to the low level of land in this location, and helps creating the right sense of enclosure around the water and public spaces.

As with other elements of the masterplan, the provision of high quality pedestrian and cycle links to other parts of the town centre is paramount. These will include the link from the High Street mentioned above, a link across The Hollow – probably at surface level replacing the current subway – and a route via the end of Primrose Hill.

Implementation of these proposals would result in the most significant changes to the highway network proposed in any part of the masterplan. This will be managed through the use of traffic models commissioned by Northamptonshire County and Daventry District Councils. It is possible that some additional changes to the road layout shown may be necessary depending on the result of assessment using these models.

It is the intention that the redevelopment of the site creates an integrated mixed use proposal and an interesting and vibrant addition to the environment for the benefit of Daventry.
Site 6 – Learning Quarter

The Learning Quarter is located on rising land across from the High Street, with the Waterspace in the valley between them. This arrangement will help maintain views across the valley. The site has prominent views of the "old town," with Holy Cross dominating the horizon. The Quarter is itself visible from parts of the historic town centre. Consequently, the buildings and the landscape, within which they sit, must be of high quality.

The parkland campus will maintain the existing mature trees and provide a public park adjacent to the Waterspace basins on Site 3. While some perimeter security may be needed for the campus, this will need to be of a good appearance. In any event, the intention is that the Quarter will generally be open to the public. Especially the central park area will be open to the public at all times they are likely to use it.
Sports focused building

Community and educational hall – suitable for concerts etc.

PRT

Central public Park

Access to under croft parking

Campus access road and parking

Existing trees retained

Educational buildings

Planted boundary to Falconers Close

Residential apartments

town centre
isometric view
learning quarter

image by Chris Etches
Town centre key points

• Major new town centre shopping and leisure facilities.

• New offices, innovation centre, town houses and flats.

• New public square and events spaces.

• Sympathetic development of Eastern Way, maintaining the open nature of the valley, with the creation of open parkland and events area.

• Daventry waterspace – new arm of the Grand Union Canal bringing active water into the centre of town.

• Learning Quarter – new parkland campus, retaining existing mature trees.

• Advanced public transport links to the rest of the town.

• Improved parking facilities.

• Important views and skyline maintained.