



*View of Daventry Parish
taken from Fox Hill*

DAVENTRY TOWN and PARISH DESIGN STATEMENT

Supplementary Planning Document Adopted May 2008



*View of Daventry Town taken from
Community Centre, Ashby Road*

“... the key to sustainable development is community involvement ...”

(Shell Better Britain)

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The consultation for this document was in accordance with the Councils Statement of Community Involvement. This Design Statement was adopted as a Supplementary Planning Document by Daventry District Council at Full Council on 15/05/08 and supports policies in the Daventry District Local Plan 1997 and the emerging Local Development Framework. The Sustainability Appraisal was approved as a separate document.

A copy of the report of Consultation is available on the Daventry District Council website or from DDC on 01327-302559

A number of changes have been made to the consultation draft document as a result of the comments made during the consultation period. A report setting out the comments made and the changes made can be viewed on the Council's website

OPENING STATEMENT

The term 'Town' is used throughout this document to cover both the town centre and Parish of Daventry. A map highlighting the area which this document covers is contained in pages 7 and 8.

The challenge is to identify the character of the existing Town Centre and Parish and to recognise special features with a view to conserving and improving the local character within any proposed development in the Town. The Town wants to feel welcoming and safe and encourage civic pride.

The objective is to analyse the character of the Parish of Daventry and create a Design Statement that will have a positive influence on any future changes in the Town by encouraging sympathetic development.

The Daventry Town Design Statement Project Group (DTDSPG) decided to look at the Parish as a whole, understanding that the future expansion of the Town would be developed on a 'site-by-site' basis. It is hoped that this Statement will strengthen the town and Parish identity and encourage sustainable development. We wish to ensure that any future growth/expansion of the Town fits well with the existing layout/character of the town and its surroundings.

The Daventry Town Design Statement Project Group (DTDSPG) find common ground with many of the observations made in both the Daventry Design Codes (Adopted December 2005) and Site 1 Concept Statement (Adopted September 2005) and Site 4a Concept Statement (Adopted February 2005) and have used these as reference points. It should be highlighted in particular that as the Daventry Design Codes already set out a detailed analysis of the character of the town centre area, this Design Statement has kept character analysis to a minimum to avoid duplication. Developers should therefore also refer to the Daventry Design Codes when reading this Design Statement. Reference will also be made to these documents via footnotes and other supplementary planning documents may be referred to, e.g. DDC Supplementary Planning Guidance Shop Fronts Design Guide. Appendix 2 provides information collected and collated as a "wish list" for new development.



Market Place and Church, past and present, showing little change as a focal point of Daventry



INTRODUCTION

PROCEDURE

The Town Design Statement (TDS) process began on 8 September 2005, when the Town Council advertised in the Daventry Express seeking people interested in the town's development. A working group then formed for a series of meetings where the issues regarding the development of the Daventry Town were discussed. Karen Britton, Senior Planning Officer, Daventry District Council, attended several of the meetings where she was able to clarify issues and offer advice regarding the preparation of a Town Design Statement. A further press notice was issued and a display held at the Town Council office for further public discussion/comment.

The scope of this work covers the whole of the built and natural environment within the Parish of Daventry.

WORKING GROUP

The Daventry Town Design Statement Project Group (DTDSPG) comprises five Daventry residents, a representative of Daventry and District Civic Society and two Town Councillors.

DEFINITION OF DAVENTRY 'PARISH'

The term 'Town' used in the title of this Design Statement, as previously highlighted, covers both the Town Centre and Parish of Daventry.

The DTDS focuses on primarily the built-up areas of the Town but covers the geographical area contained within the present Daventry Parish administrative boundary, (see map). The Daventry Parish administrative boundary was last reviewed in 2002 under S11 of the Local Government and Rating Act 1997. (*SEE INITIAL STATEMENT*)

To accommodate the inevitable development growth currently prescribed for Daventry District by Government policy it is anticipated that the area of Daventry Parish will be enlarged and the boundary redefined.

NB: The design criteria refer to all types of residential, commercial/industrial and retail development.

HISTORICAL NOTES

Daventry grew over many years from an early Iron Age settlement on or near Borough Hill where there was also a Roman Villa around the 2nd to 4th centuries.



Daventry became a major market town for the area a charter being granted by Queen Elizabeth I in 1576. Although there is record of markets being held in the town for many years prior to this date. Some fine town houses were built in this time including in 1600 the important Grammar School in New Street (both photos show the Old Grammar School in New Street). Daventry eventually incorporated the hamlet of Drayton into its Corporation in 1675 in the reign of Charles II.



During medieval times the town became an important coaching town, which then flourished around the 1780's, being at a crossroads of major north/south (London – Chester/Holyhead) and east/west (Warwick – Cambridge) roads.



There was a Cluniac Priory in the town from about 1108 with fishpond and other farming land; the Ex-Servicemen's Club now stands roughly on that site.

Several fine coaching inns were built during the period, some still remain, e.g. Peacock (now Halifax Building Society offices), Wheatsharf (now retirement home), and Dun Cow. However, by around the 1850's coaching travel declined.

Daventry was for many early years a rich farming area with good soils. With the enclosure acts of the 18th century and the change of the farming methods an industry was built up of whip making for the coaching companies.



Example of old mile stone, London Road

This traffic, and the markets, brought much trade for the town building up its industry. Until the 1960's, the town had a mix of small family run shops that provided for the needs of the town people. If more specialised items were needed, people travelled to other destinations mostly the County Town of Northampton.

Industry changed and a strong footwear manufacturing industry was established. In the early days this was by individuals working for themselves in garrets but by 1834 footwear manufacturing factories were being introduced.

The canal network just missed Daventry, although it was a registry town for canal operators. The proposed canal arm of 1793 never started due to the advent of the new railway system becoming more popular. The mainline railway also never arrived at Daventry, although a branch line, Weedon to Leamington Spa, was later completed in 1888.

View of Braunston Tunnel circa 1960 which lies approximately 2 miles from Daventry Town centre and forms part of the Parish boundary.



*Photograph:
© Mrs Thornton*

Between 1925 and 1992 the BBC had a broadcasting station on Borough Hill that played a significant part in broadcasting the World Service and Radar Development during the Second World War. Borough Hill is designated as a Scheduled Ancient Monument.

With the advent of the Birmingham overspill development in the early 1960's the town attracted nationally known businesses such as Waitrose and Boots. Although other smaller industries started in the town it was not until the 1940's that engineering became an important industry, eg Westbournes' Engineering.

DAVENTRY CHARACTER

Daventry lies in the middle of England in the county of Northamptonshire and was previously an important 'market town' for the area. The town has acquired the character of its people over many years. It now provides a shopping centre for adjacent villages as a central hub. The Town has retained to a certain degree the ambiance of a small market town. However, this character has been weakened by some poorly designed past developments and loss of buildings of character through demolitions. The surrounding green hillside skyline, which is an intrinsic characteristic of this small market town must remain development free, e.g. Borough Hill, Newham Hill, etc, to retain the green character of this market town.



View of High Street taken at the junction with Sheaf Street

Daventry Town has a population of around 23,500.

Sheaf Street, High Street and New Street have a mix of diverse range of retail stores of different size and design, with Bowen Square providing a shopping area of generally small units, apart from the larger unit of Waitrose. Some of the shopping area has been pedestrianised, e.g. Sheaf Street. Town

Centre car parks are mainly connected to the shopping areas by old and new passageways, such as those in Sheaf Street, Bishops Court, Foundry Place, etc. Facilities located within the Town Centre include the Library, Council Offices and Town Museum. The old Market Square is still a focal point for the town with the Parish Church and old Abbey building (Ex-Servicemen's Club), both constructed of Northamptonshire stone.

The northwest and southeast of the Town are the major industrial areas that include a variety of industry. The industrial areas are serviced by a highway network to the A45, M1 and A361. Roads from Northampton to Warwick and from Oxford and Banbury to Market Harborough and Stamford passed through the town, as well as the important road from London to Chester.

There are two canal feeder reservoirs within Daventry: - one which has been developed into Daventry Country Park. The other, Drayton Reservoir, is recognised as national fishing water and has a yachting club. The disused railway line has become a walking route that links the Town Centre to Daventry Country Park and outer housing areas, e.g. Middlemore.

There are several housing estates on the fringes of the Town with other similar infill estates near to the Town Centre. All these surround the Town Centre.

Sporting activities are provided throughout the Town, within several sporting complexes and in less formal areas.

TOWN CENTRE CONSERVATION AREA

The Town Centre Conservation Area was designated by Daventry District Council in 1978. The boundaries of the Area have been amended three times, most recently in May 1997.

The purpose of this designation is to ensure that due regard is paid to the protection and conservation of listed buildings and areas of historic and architectural character and appearance. Every effort must be made to protect and enhance these attractive features i.e. especially shop fronts with prominent elements of character, important landscaping and trees.

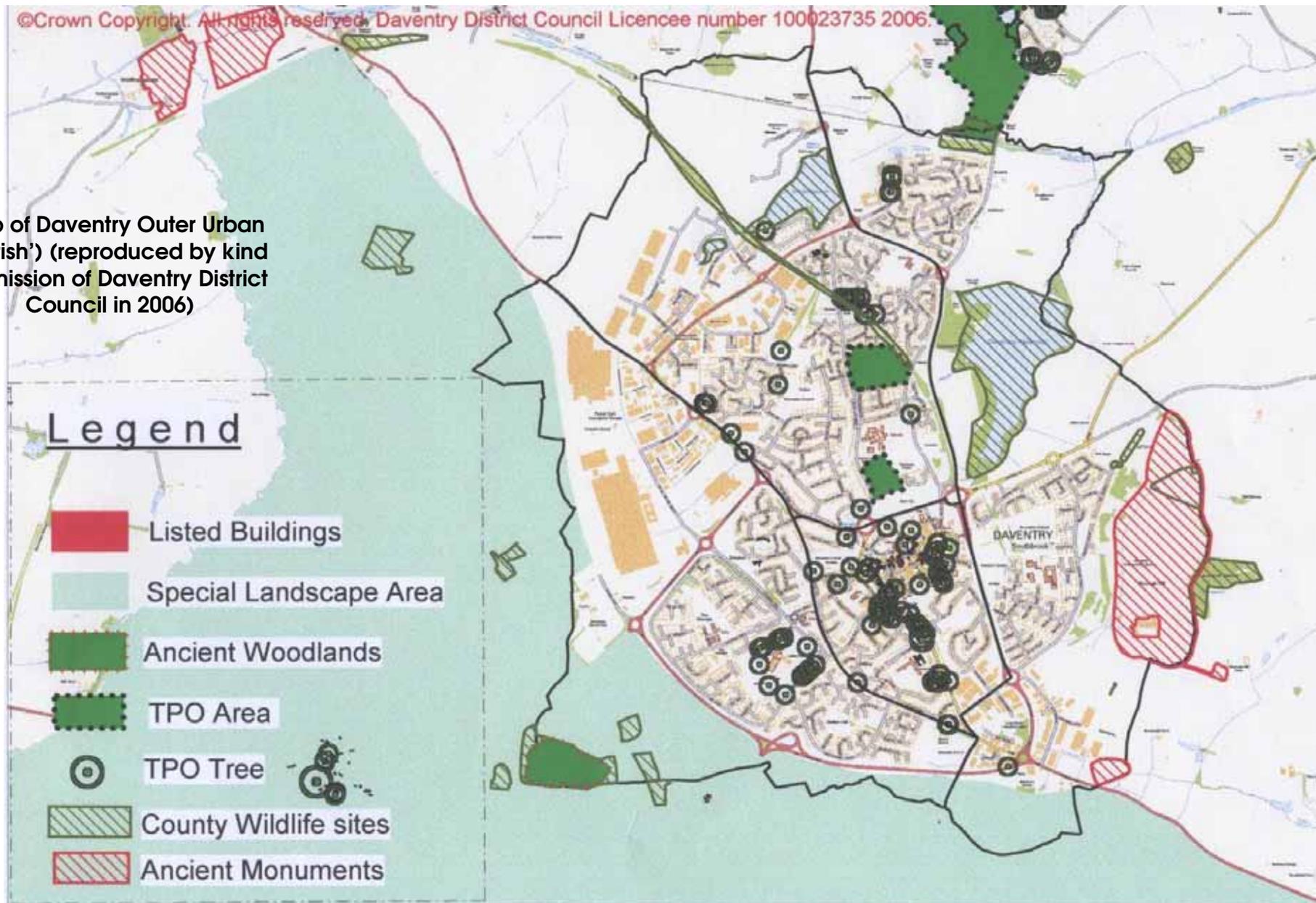
The key areas covered by this designation within the Town Centre are: High Street/Tavern Lane, Brook Street/Sheaf Street, part of New Street, the London Road recreation ground, Abbey Street, the Holy Cross Church together with the churchyard and parts of North Street and St James Street.



View of Brook Street from the junction of Sheaf Street/Tavern Lane

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Map of Daventry Outer Urban ('Parish') (reproduced by kind permission of Daventry District Council in 2006)



Map of Daventry 'Town Centre' (reproduced by kind permission of Daventry District Council) in 2006



DESIGN PRINCIPLES FOR DAVENTRY TOWN AND PARISH

AS THE TOWN DEVELOPS THERE SHOULD BE SYMPATHIC DESIGN IN ALL AREAS. FOLLOWING THE ABOVE ANALYSIS OF THE FORMER DEVELOPMENT OF THE 'TOWN' TO DATE THE FOLLOWING DESIGN PRINCIPLES SHOULD BE APPLIED TO FUTURE DEVELOPMENTS.

A number of the points listed below apply to both Town Centre and to Outer Urban (Parish) areas of development. Some points relate, in the main, to the Town Centre only and some to the Outer Urban areas only. Some points may be repeated under the three main headings as they are applicable in all these areas. For the purposes of this document 'Town Centre' is defined as delineated on the Town Centre inset map DDC Local Plan 1997, page 9 of this document (the maps shown above were the current maps when this document was created); Outer Urban is defined as the further areas of Daventry Parish, page 8 of this document.

TOWN CENTRE/OUTER URBAN

1. Buildings should not be more than 2.5 – 3 storeys high in the Town¹. Exceptional quality buildings that are of public or landmark status may be considered in excess of this height limit. The scale of the building should take into account the topography and location of the land.
2. Height and/or mass of new buildings should be sympathetic and not restrict or conceal historical views in and out of the Town Centre.¹
3. Avoid large-scale repetition of modern standard pattern-book designs - new buildings should reflect those of Daventry as a traditional market town. Developers shall therefore incorporate local design characteristics; however these can be given a contemporary and/or innovative element. The Daventry Design Codes SPD provides further design advice.
4. The materials palette should be sympathetic to the local area, for example varied red and brown brick/type bond, Northamptonshire ironstone, frost resistant F1 grad engineering

bricks for brick copings are some examples of local design materials that Developers may incorporate.



5. Facades should show some contrasts of texture. Intersperse lime-rendered buildings with brick elevations, Combinations of brick and natural stone should also be used to add variety.²

6. Joints should use thin mortar mix that does not overwhelm the principal building materials.
7. Roofs pitched of varying heights with Welsh slate/red/grey clay tile².

¹ Site 1 Concept Statement, pg 6, Layout & Design, Site 4a pg 6 Views, pg 4 point 8, Halcrow 6.7

Aep/FINAL DTDS as at 6/7/09

² Site 1 Concept Statement, pg 7, Layout & Design, point 15 Halcrow 6.24.3 & 6.14

8. Buildings should be designed and built using sustainable and reused materials incorporating renewable energy and include the use of natural lighting, ventilation and solar gain in line with Government's recommendations. Developers are referred to the SPD Energy & Development, DDC, March 2007.
9. Bus shelters should be so designed as to provide all weather protection including high visibility for users and local residents³.
10. Some street furniture, such as benches, bollards, etc should be provided and be in keeping with current items and grouped together to avoid clutter⁴ throughout the public areas of future developments.



Figure 3 – High Street/North Street example of current street furniture



Figure 4 – Example of Public Art, Droitwich

11. Developers are required at pre-application stage to consult the Local Planning Authority and Daventry Town Council over requirements for incorporating public art in to new development. Public art could include statues, wall

decorations etc, however all should enliven the street scene and have a long-term maintenance plan. see Appendix I photo A)

12. There should be some 'focus' buildings or groups of buildings to provide interesting features. These must be in keeping with the character of the location⁵.
13. The surface treatment of pavements, footpaths and alleyways should complement the variety of textures and tone shown in surrounding buildings or landscape.⁶ Section 6.23 sets out a palette of materials for areas inside and outside of the Conservation Area.
14. The floorscape should be durable and not need constant repair to maintain an aesthetically pleasing aspect. All paviour and slabbing repairs must be carried out in the same materials and colours as the originals. ⁸
15. Walkways/cycle routes should be provided to interlink **all** development sites with the Town Centre.
16. Public transport access should be integral to new development, in particular linking new development areas with each other and with the Town Centre, with 'stops' at convenient places for leisure, sporting, cultural and health care facilities, education, etc.
17. Sufficient off road parking should be provided for all developments except where this is inappropriate to the existing local layout/design character within the local area. Parking requirements shall be in line with SPD Parking. All parking areas are required to be designed to incorporate sustainable drainage systems.

³ SPG Parking 14, 2.43

⁴ Site 1 Concept Statement, pg 7, Layout & Design, point 17/18, Halcrow 6.26.1

Aep/FINAL DTDS as at 6/7/09

⁵ Site 1 Concept Statement, pg 7, Layout & Design, point 14 Halcrow 6.8

⁶ Site 1 Concept Statement, pg 7, Layout & Design, point 16 Halcrow 6.23

- 18. Safe parking for bicycles/motorcycles should be provided at strategic locations, ie Town Centre, leisure and industrial and residential areas⁷.
- 19. Development shall recognise the importance of pedestrian movements and should provide public footpaths wherever possible.
- 20. Provide pedestrian and cyclists' routes to link town centre/local shopping areas with car parks, schools, residential and business areas⁸.
- 21. Good access is required for refuse collectors and emergency services^{9 10}. (See appendix 1 photo B)

22. Developers are required at pre-application stage to consider and consult with the Local Planning Authority and Daventry Town Council over any requirements for the provision of public open spaces with seating

23. Community Safety should be taken into account during any development. Advice may be sought from the Police Crime Prevention Design Advisor.¹¹.



Figure5 – Example of current courtyard area, Bishops Court

- 24. Lighting needs to enhance community safety.¹²
- 25. Integrate community safety in all public areas with security links/CCTV. ¹⁵
- 26. Design of all aspects of development, ie shops, car parks, access areas, must be designed with maintenance in mind.
- 27. All routes throughout any development need to be free-flowing, allowing good access for emergency vehicles.
- 28. Improvement in leisure, cultural, sport and community facilities to be within the development of Daventry Parish to reflect its growing needs.

Note: Developers are advised to consult with the Fire and Rescue Service at the earliest opportunity for pre-application advice.

⁷ SPG Parking page 8, 2.14

⁸ Site 1 Concept Statement, pg 9, Access & Parking, point 9, Halcrow 6.6.1

⁹ Site 1 Concept Statement, pg 8, Layout & Design, point 24 Halcrow 6.20.4

¹⁰ Site 1 Concept Statement, pg 9, Access & Parking, point 7/8 Halcrow 6.20.4

¹¹ Site 1 Concept Statement pg 9, Security, point 1; SPG Parking page 16, 2.49

Aep/FINAL DTDS as at 6/7/09

¹² Halcrow 6.27.10

TOWN CENTRE

1. Materials palette for the colour of buildings should be red or 'old' style brick, rendering should be kept to a minimum using colours sympathetic to those presently used¹³.



Figure 6 – Example of brick and rendering, St Johns Square

2. Matching materials and colours to be used for any further work on current buildings¹⁷.
3. Window replacement style to be sympathetic and in keeping with the building.

4. Shop Fronts: Several windows add interest. Large expanses of glass would not be acceptable.¹⁴



Figure 7 – Example of traditional type shop fascia High Street

5. Shop Fronts: Traditional fascia

to be used, not plastic or aluminium. This would apply to shop front plastic frames. The use of modern materials should be aesthetically pleasing.¹⁵ DDC Guidelines.

6. Shop fronts must be designed to fit in with the whole building¹⁶ (see appendix 1 photo B).



7. Shop fronts signage in keeping with character of the town, lettering in subdued colours.¹⁷ Paints for commercial signs must complement surroundings. Luminous primary colours are inappropriate.



Figure 8 – example above of good signage(sun reflection on this photo)

8. Shop appendages, such as air conditioning units, should be screened wherever possible and should not protrude into the streetscape. They should be sited so as not to be obvious (see appendix 1 photo D).

¹⁵ Daventry District Council, Supplementary Planning Guidance, Daventry Conservation Area (Shop Fronts Design Guide)

¹⁶ Daventry District Council, Supplementary Planning Guidance, Daventry Conservation Area (Shop Fronts Design Guide) , Halcrow 6.12

¹⁷ Daventry District Council, Supplementary Planning Guidance, Daventry Conservation Area(Shop Fronts Design Guide) , Halcrow 6.24 Design Codes 6.24

¹³ Site 1 Concept Statement, pg 6, Layout & Design, point 11, Halcrow 6.22

¹⁴ Daventry District Council, Supplementary Planning Guidance, Daventry Conservation Area (Shop Fronts Design Guide), Halcrow 6.24 (Shop Fronts) & 6.12

Aep/FINAL DTDS as at 6/7/09

- 9. Mixed building sizes required¹⁸ to encourage a broad range of shopping facilities.
- 10. Current building of listed and historic features, such as the Moot Hall and the old Grammar school in New Street should be retained and enhanced, e.g. By appropriate lighting schemes.
- 11. Current historic alleyways should be retained and enhanced whilst any new ones provided should be sufficiently wide and inviting. As a minimum these should be 2m wide for lightly used pedestrian links to a maximum of 6m for busier segregated, pedestrian/cycle links¹⁹.
- 12. Any developments should not restrict important distant and roofscape views or to be dominant over existing properties (see appendix 1 photos E & F).



- 13. The street lighting columns and fixtures need to promote the feel of the historic market town as per current practice, e.g. gas lamp design (see example right).
- 14. Lighting to highlight and enhance features of certain buildings may be used²⁰ e.g. Holy Cross Church/Abbey Centre. Lighting schemes should be individually tailored to be sympathetic to the surrounding area and buildings.
- 15. Lighting may be of different colours, e.g. Amber, but must be sympathetic to the location/building.

- 16. Any new development in the town needs to be well integrated.²¹
- 17. Street signage should be in keeping with character of town and readable²² (see example right).



- 18. The central shopping areas should contain a mix of shop sizes and dwellings, carefully designed and incorporated.²³ (see appendix 1 photo G)
- 19. The mass of any multi-level structures, e.g. car parks, should be softened by natural planting and use of architectural features and materials, example can be seen at Stratford-upon-Avon & Banbury. (See appendix 1 photos H & I).²⁴

- 20. Surface car parks should not be designed as one large area, but should be broken down by walkways, shrubs and trees, etc.²⁵



Figure 9 – Example of Primrose Hill Car Park with shrubs and trees

- 21. Plan new plantings of semi mature trees, and maintain existing trees so that they continue to contribute to the town's character.²⁶

¹⁸ Halcrow 6.7
¹⁹ Site 1 Concept Statement, pg 7, Layout & Design, point 19/20 Halcrow 6.6.2
²⁰ Halcrow 6.27.4, .12, Site 4a Concept Statement, pg 8, Layout & Design, point 21
 Aep/FINAL DTDS as at 6/7/09

²¹ Halcrow 6.16.2
²² Site 1 Concept Statement, pg 7, Layout & Design, - point 17/18 Halcrow 6.29
²³ Halcrow 6.4
²⁴ Halcrow 6.18.2
²⁵ Halcrow 6.17.1
²⁶ Halcrow 6.25

- 22. Entrances to the town should be developed making these routes more welcoming/attractive – such as planting of trees.²⁷ (See appendix 1 photos J, K, L)
- 23. Green verges are an important characteristic of Daventry. Where new grass verges are proposed as part of a development, developers shall ensure that responsibilities for ownership/ maintenance are clearly identified within the Design and Access Statement. It may be useful to consider at appropriate places hard features, ie stone boulders for low maintenance in areas instead of grass verges. (See appendix 1 photos J, K, L)
- 24. Shopping areas must be safely accessible to car parks providing sufficient capacity in line with current parking standards.
- 25. Taxi facilities (bays, etc) must be located within new developments to be centrally and conveniently available to shops, etc.
- 26. Public transport – Attention must be given to accessibility of public transport and taxis in the centre of the town and developing areas²⁸.
- 27. Must have good access and layout facilities provided for HGV loading and unloading goods with free and safe parking²⁹.

28. The bus station should be designed with high quality slabs and pavers and under cover public seating with



adequate space for everyone, including families and the disabled. Improvement in entrance design to the bus station should include access for buses only, with a separate access route/area for taxis, cars and pedestrians.

- 29. Rubbish collection points should be screened from view³⁰, easily accessible to users, refuse collectors and occupants³¹. (See appendix 1 photo C)
- 30. Any boundary enclosures in public areas should avoid panel fencing and screens should be sympathetic to the location. (See example right).
- 31. All routes through the town should be free-flowing allowing good access.
- 32. Any developments which may lead to further through traffic should be discouraged.
- 33. Maintain existing important good views to and from the Town Centre highlighting feature building/structures such as Holy Cross Church, Moot Hall, Burton Memorial, etc whilst keeping the skyline.³²
- 34. Existing views, (see view below fig 10) e.g. view to the Church and from Ashby Road, should be protected and opportunities made to create others from public open spaces.³³

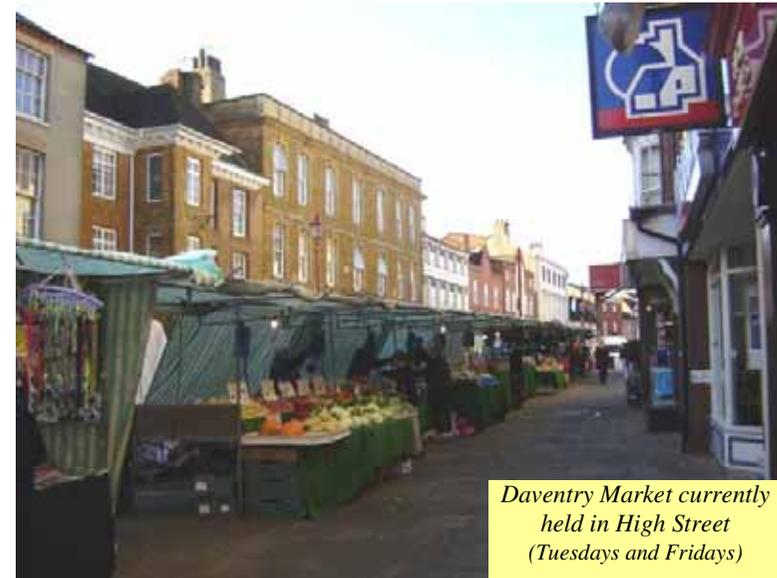
²⁷ Halcrow 6.25, Site 4a Concept Statement pg 5 Landscape points
²⁸ SPG Parking page 14, 2.43
²⁹ SPG Parking page 15, 2.46-2.48, Halcrow 6.20
³⁰ Halcrow 6.20
³¹ Halcrow 6.20.3
³² Site 1 Concept Statement, page 5, Views
³³ Site 1 Concept Statement, page 5, Site 4a Concept Statement, page 6 Views, Halcrow 6.8.3



Figure 10 -View of town centre showing Holy Cross church from bottom of Ashby Road

35. Attention should be paid to the topography of the land. Tall buildings should be put on lower levels to heights not exceeding 2.5-3 storey with the high land only used for 1-2 storey buildings; the sky-scape should be maintained to retain the feel of a smaller market town.
36. Safe covered parking for cycles with vandal proof lockers at bus station, provision for motorcycle parking. (in accordance with District Council guidelines³⁴).
37. Daventry's twice-weekly market is a historical amenity for the population and more recently the Farmers' Market, encourage residents from outside the Parish to shop in the town and should be retained either in its present High Street location or elsewhere within the Town Centre; standard market stalls to be appropriately designed and provided.

38. Cantilevered steel canopies, as currently seen in Bowen Square, should not be repeated in shopping area; covered walkways with lighting would be acceptable and more architecturally pleasing.
39. Maintain or enhance air quality across the area and support a transport network ie cycle routes, roads, links to railway travel and traffic movement, which minimises detrimental impacts on air quality.



Daventry Market currently held in High Street (Tuesdays and Fridays)

³⁴ SPG Parking, page 12, 2.35-2.38
Aep/FINAL DTDS as at 6/7/09

OUTER URBAN DEVELOPMENTS

1. Any new housing areas shall be designed to the highest quality, incorporating interesting individual or grouped buildings as features in the streetscene. Monotonous, poor quality design will not be acceptable
2. Well-integrated external design related to the setting with a good balance of different housing types, together with careful planning in design for the elderly, such as complexes of bungalows, residential warden supervised units. Care should be taken in the siting and design of starter, family and elderly homes to ensure that diverse groups of the population can live in harmony within a 'care-wheel'.
3. Public Art is encouraged, in particular at roundabouts to depict local history and business interests.³⁵ (See appendix 1 photo A)
4. All facilities, sport, cultural, leisure, shopping, parking, housing to cater for disabilities³⁶, as per Building Regulations legislation.
5. Road signs to be kept to a minimum.³⁷
6. New developments need to have a good balance of hard and soft landscaping and readily accessible green areas with

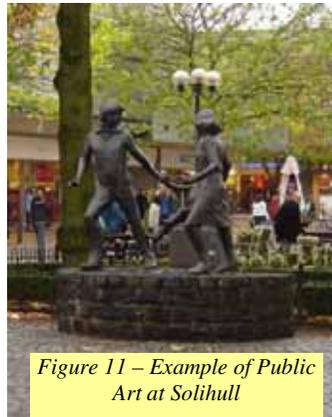


Figure 11 – Example of Public Art at Solihull

suitable planting of trees and shrubs with due regard to maintenance.³⁸ (See appendix 1 photos J, K, L)

7. Provision for parking at schools, including dedicated areas for those with disabilities and drop-off parking should be planned, together with safe school coach waiting areas.³⁹
8. Infrastructure, promoting and enhancing health and amenity through public transport, schools, college facilities, doctors, pubs, one-stop shops, to be appropriately sited and readily accessible throughout the development of Daventry Parish, and to be incorporated as each development area progresses.
9. Major commerce and all industry should be appropriately sited and designed with respect to residential areas in order to reduce pollution and potential environmental health issues. (See appendix 1 photos E& F)
10. Developments of retail, commercial, industrial, leisure or community uses are required to incorporate areas of public open space within their layout.⁴⁰
11. Screening of commercial and industrial areas with soft planting, to assist in mitigating against noise and light pollution to be part of the overall design and form part of an integrated landscape strategy.
12. Lighting in industrial areas should have a downward focus to prevent light pollution and disturbance to residential areas.

³⁵ Halcrow 6.21

³⁶ SPG Parking page 8, 2.15-2.18, page 9, 2.21, 2.22

³⁷ Halcrow 6.29

Aep/FINAL DTDS as at 6/7/09

³⁸ Halcrow 6.23

³⁹ SPG Parking page 9, 2.21, 2.25

⁴⁰ Halcrow 6.16

13. Buildings should not be more than 2.5 – 3 storeys high in the Town⁴¹. Exceptional quality buildings that are of public or landmark status may be considered in excess of this height limit. The scale of the building should take into account the topography and location of the land.
14. Underpasses have safety issues and should not be included in any future highway network design.
15. Sites of archaeological and special interest such as Burnt Walls and Borough Hill should be protected and enhanced. Both these areas are Scheduled ancient Monuments and should be conserved appropriately to retain their historic value. Developers are required to provide with their planning application, evidence (both written and visual), regarding how the development will conserve and enhance any sites of archaeological or special interest
16. Development should take account of existing hedgerows and trees, turning to advantage valued natural features. Any Parish boundary features, such as hedges, walls, etc, should be retained where reasonable.
17. The Daventry and Drayton reservoirs have been for many years an important part of the town and should remain key water-scape features. The surrounding environmental setting and views to and from these areas should be retained.
18. Improvement in leisure, cultural, sport, and community facilities to be within the development of Daventry Parish to reflect its growing needs.

19. To reduce maintenance and provide additional off-road parking, use of grass verges could be limited. Any green areas provided should be of a type that could be easily and cost effectively maintained, avoiding small or accessibly difficult areas

Note: Developers are advised to consult with the Fire and Rescue Service at the earliest opportunity for pre-application advice.

The above bullet points have been edited, cross-referenced and tabulated into six Design Principles and Guidelines as listed below

⁴¹ Site 1 Concept Statement, pg 6, Layout & Design, Site 4a pg 6 Views, pg 4 point 8, Halcrow
6.7
Aep/FINAL DTDS as at 6/7/09

CROSS-REFERENCES: THIS TABLE SUMMARISES ALL OF THE PRINCIPLES AND HIGHLIGHTS THEM BY SUBJECT AREA:

Key to cross-referencing:		TC – Town Centre	TC/U – Town Centre & Outer Urban areas	PD – (Parish of Daventry) OUTER URBAN AREAS
Spatial Layout		Landscaping detail		
<ul style="list-style-type: none"> • TC/U16 Regular public transport throughout the new development areas of the Parish • TC/U17 Sufficient off road parking for all developments in line with SPG Parking • TC/U18 Safe parking for bicycles/motorcycles at strategic locations • TC/U19 Development shall recognise the importance of pedestrian movements and should provide public footpaths wherever possible • TC/U20 Plan for more pedestrian and cyclists routes to linking all areas • TC/U27 All routes throughout any development allowing good access for emergency vehicles • TC/U30 Development plans should show how new building will merge into the existing landscape. • TC11 Current historic alleyways should be retained and enhanced whilst any new ones provided should be sufficiently wide and inviting. • TC12 Any developments should not restrict distant and roofscape views or to be dominant over existing properties • TC23 Entrances to the town should be – such as planting of trees • TC24 Grass verges to be kept to a minimum • TC25 Shopping areas must be accessible to car parks providing sufficient capacity • TC30 Any boundary enclosures should avoid panel fencing and screens • TC31 All routes through the town should be free-flowing allowing good access • TC32 Any developments which lead to further through traffic should be actively discouraged • TC34 Maintain existing good views to and from the Town Centre • TC34 Existing views, should be protected and opportunities made to create others • PD7 Provision for parking at schools, should be planned, together with safe school coach waiting areas • PD8 Infrastructure to be readily accessible throughout the development of Daventry Parish, and as each development area progresses • PD17 The reservoirs are an important part of the town and should remain features with space around and views to and from these areas • PD10 Open spaces with seating and courtyard areas should be features incorporated in any development 		<ul style="list-style-type: none"> • TC/U10 Some street furniture should be provided • TC/U11, PD3 In any area there should be some Public Art displayed • TC/U12 There should be some ‘focus’ buildings and must be in keeping with the character of the location • TC/U15 Walkways/cycle routes to interlink all development sites with the Town Centre • TC/U22 Any new development should provide open spaces with seating and courtyard areas • TC/U26 Design of all aspects of development must be designed with maintenance in mind • TC20 The mass of multi-level structures should be softened by natural planting and use of architectural features and materials • TC21 Surface car parks should not be designed as one large area • TC22 Plan new plantings of semi mature trees to maintain existing town character • PD6 Balance of hard and soft landscaping and accessible green areas to be provided with consideration of maintenance • PD11 In order to alleviate noise and light pollution design should include areas with soft planting • PD16 Development should take account of existing hedgerows and trees. Any Parish boundary features, such as hedges, walls, etc, should be retained where reasonable (listed) • PD19 Reduce use of grass verges in order for ease of maintenance 		
Scale and Form		Materials		

<ul style="list-style-type: none"> • TC/U1 Scale of buildings should take into account the topography and location of the land • TC/U2 Height of other buildings should be severely restricted; 3 storeys would not be appropriate • TC/U3 Avoid large scale repetition of modern standard designs • TC9 Mixed building sizes required but reflect a broad range of shopping facilities • TC18 Central shopping areas should contain a mix of shops and dwellings • TC19 Any new development in the town needs to be well integrated • PD1 Avoid large-scale new housing areas with uniformity of scale • PD2 Well integrated external design related to the setting with a good balance of different housing types to ensure that all groups of the population can live in harmony. • PD13 Tall buildings should be put on lower levels with the high land only used for 1-2 storey buildings; the sky-scape should be maintained to retain the feel of a smaller market town 	<ul style="list-style-type: none"> • TC/U4 Varied red and brown brick type/bond and including Northamptonshire ironstone. • TC/U5 Facades should show some contrasts of texture. Combinations of brick and natural stone should also be used • TC/U6 Joints should use a mortar mix that does not overwhelm the principal building materials • TC/U13 The surface treatment of pavements, footpaths and alleyways should complement the variety of textures • TC/U14 Floorscape should be durable; all paviour and slabbing repairs must be carried out in the same materials • TC1 Colour of buildings to be red or 'old' style brick, rendering should be minimised using colours sympathetic to those presently used • TC2 Matching materials and colours to be used for any further work on current buildings • TC3 Window replacement style to be as original, in keeping with the building • TC4 Shop Fronts: Several windows add interest. Large expanses of glass would not be acceptable. • TC5 Shop Fronts: Traditional fascia to be used; the use of modern materials should be aesthetically pleasing. • TC6 Shop fronts must be designed to fit in with the whole building • TC7 Shop fronts signage in keeping with character of the town, lettering in subdued colours
<p>Elevation and Roofline</p>	<p>Other Design Issues</p>
<ul style="list-style-type: none"> • TC/U1 Buildings should not be more than 2.5 – 3 storeys high in the Town Centre (the scale of the building should take into account the topography and location of the land) • TC/U2 Height of other buildings should be severely limited in order not to restrict historical views in and out of Town Centre, 3 storeys would not be appropriate due to the topography of the area • TC/U5 Intersperse lime-rendered buildings with brick elevations, • TC/U7 Roofs pitched of varying heights with Welsh slate/red/grey clay tile • TC12 Any developments should not restrict distant and roofscape views or to be dominant over existing properties • TC34 Existing views, e.g. view to the Church and from Ashby Road, should be protected and opportunities made to create others from public open spaces, e.g. top of North Street • TC36/PD13 Attention should be paid to the topography of the land. Tall buildings should be put on lower levels with the high land only used for 1-2 storey buildings; the sky-scape should be maintained to retain the feel of a smaller market town 	<ul style="list-style-type: none"> • TC/U8 Buildings should be designed using sustainable and reused materials incorporating renewable energy features and include the use of natural lighting, ventilation and solar gain in line with Government recommendations. • TC/U9 Bus shelters designed to provide all weather protection • TC/U21 Good access required for refuse collectors and emergency services • TC/U23 Community Safety should be taken into account during any development. • TC/U24 Lighting needs to enhance community safety • TC/U25 Integrate community safety in all areas with security links/CCTV • TC/U28 Regular travel connections to be provided to key local transport links • TC/U39 Air quality to be maintained or enhanced across the area • TC8 Shop appendages, such as air conditioning units, should not protrude into the streetscape • TC10 Current building of listed and historic features should be retained and enhanced • TC13 Lighting to highlight and enhance features of certain buildings may be used; lighting schemes should sympathetic to the surrounding area and buildings • TC14 The street lighting columns and fixtures need to promote the feel of a historic market town

	<ul style="list-style-type: none"> • TC15 Lighting may be of different colours but must be sympathetic to the location/building • TC16 Street signage in keeping with character of town and readable • TC26 Taxi facilities (bays, etc) must be available at shops • TC27 Attention should be given to accessibility of public transport and taxis in the centre of the town and developing areas • TC28 Must have good facilities provided for HGV (layout) loading/unloading goods with parking free access • TC29 Rubbish collection points should be screened from view, easily accessible to users • TC33 Bus station should be with adequate space for families and the disabled; Improvement to entrance to the bus station for buses only and not used by taxis, cars, pedestrians' et al. • TC37 Safe covered parking for cycles with vandal proof lockers at bus station. • TC38 Daventry's twice-weekly market is a historical amenity for the population and should be retained; standard market stalls • TC39 Cantilevered steel canopies, as seen in Bowen Square should not be repeated • PD4 All facilities, sport, cultural, leisure, shopping, parking, housing to cater for disabilities as per Government guidelines • PD5 Road signs to be kept to a minimum • PD12 and PD9 Major commerce and all industry should be zoned and kept well away from residential areas in order to reduce light and noise pollution • PD14 Outdated Underpasses should not be included in any future highway network design • PD15 Sites of archaeological/Scheduled Ancient Monuments should be undisturbed with possible development of a visitor's centre. • PD18 Improvement in leisure, cultural, sport, and community facilities to be within the development of Daventry Parish
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APPENDIX 1 – photos relating to some of the bullet points listed within the document – showing good and bad practice



A

Example of Public Art, Rugby, Warwicks



B

Good example of how shop front fits in whole building, High Street, Daventry



C

Good example of Screened rubbish collection point, Bishops Court



D

'To be avoided' examples of unscreened shop appendages





E

To be avoided' examples Industry too close to residential properties - Timken Estate

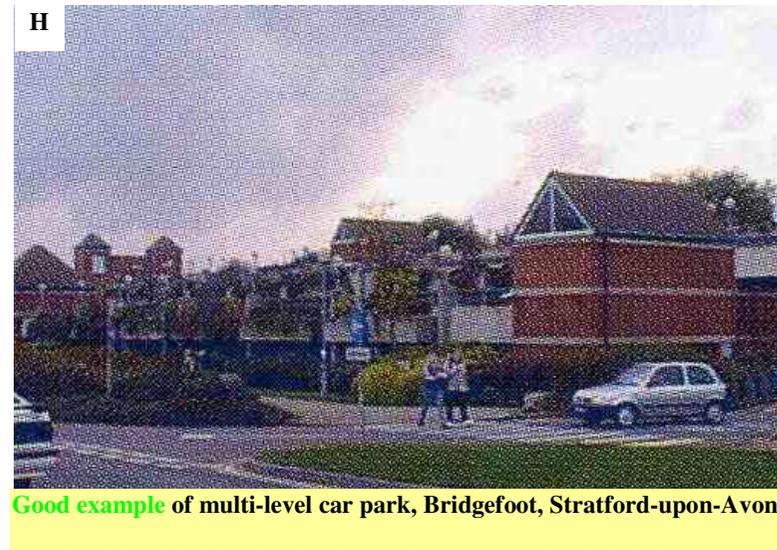


F



G

Good example of combinations of brick and stone used effectively, Banbury, Oxon



H

Good example of multi-level car park, Bridgefoot, Stratford-upon-Avon



Further Good example of multi-level car park, Banbury, Oxon



Photos J, K, L display examples of entrances to Rugby town via roundabouts and areas of low maintenance with the use of boulders, shingle, displays, low maintenance plants, etc.



APPENDIX 2 – 'Wish List'

The DTDSWG have considered what facilities/amenities/expectations the people of Daventry would want to be included in the overall design of any development of the town and Parish and the following identify these. Some of the views expressed by local people during the preparation of this document have also been included:

- All available brown field sites in and around the Town Centre should be built on first before green field sites are developed.
- A new indoor/outdoor swimming pool that will be big enough for the expanding population and available to use all year.
- Revive the ' Daventry Millennium Green' park creating an open space in the heart of the town along set in the valley from the Hollow to the Country Park, with various landscaping, Gardens, attractions and facilities for the benefit of residents and visitors, young and elderly.
- The Country Park and surrounding area to be protected from development.
- Borough Hill and Burnt Walls to be protected from development.
- The views to and from Borough Hill and Newnham Hill towards the Town Centre and across the open countryside must be preserved.
- A leisure quarter to cater for all, e.g. cinema, bowling alleys, multi-purpose sports facilities.
- Additional entertainment and leisure facilities throughout the Town for young/teenage people, e.g. mini go-carts.
- Road improvements for free flowing traffic through the Town Centre.
- More cycle/footpaths to connect the out urban areas of the Parish to the Town Centre.
- Frequent removal of graffiti from buildings, signposts and other objects in the Town and around the Parish.
- More affordable houses for first time buyers.
- Stop building 2.5+ storey buildings on elevated sites.
- Improvement to water provision on allotments.
- Provide more diverse range of shops to cater for everybody's wants and needs.
- More Police presence and security in the Town Centre and around the Parish.
- Public transport to link all the new and existing urban areas to the Town Centre, e.g. health, leisure and retail facilities.
- Museum/heritage centres and tourist information centre.
- Regular travel connections to be provided to key local transport links, e.g. railway stations.

ACKNOWLEDGEMENTS

Daventry District Council, Site 1 Concept Statement (Land North of High Street, Daventry, (Adopted Sept 2004)
Daventry District Council, Site 4A Concept Statement (Land North of Abbey Street, Daventry. (February 2005)
Northamptonshire County Council, Supplementary Planning Guidance – Parking, (March 2003
Daventry District Council, Supplementary Planning Guidance, Daventry Conservation Area Shop Fronts Design Guide
Daventry District Council Supplementary Planning Guidance – Shopfront Security
Halcrow – Daventry Design Codes (Consultation Draft) Supplementary Planning June 2005 (has been superseded in December 2005)

Other town design statements viewed:

Newbury town design statement
Buckingham, Vision and Design Statement 2001
The Countryside Agency – Town Design Statements

Advisor: Karen Britton – Daventry District Council Senior Planning Officer

Sponsor: Daventry Town Council

Quote:

Shell Better Britain

Photographs: Photographs principally taken by members of the Daventry Town (and Parish) Design Statement Project Group (©DTDSPG) and also include several photos from the Daventry Archive

Maps: Provided by Daventry District Council and were correct at the time of writing this document.

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