

POLICY EN3

PLANNING PERMISSION WILL NORMALLY BE GRANTED FOR NEW SHOP FRONTS AND SHOP FRONT ALTERATIONS IN CONSERVATION AREAS PROVIDED THAT THEY PRESERVE OR ENHANCE THE CHARACTER AND APPEARANCE OF THOSE AREAS. SUCH DEVELOPMENT SHALL HAVE REGARD TO DESIGN GUIDANCE PREPARED BY THE DISTRICT COUNCIL

- 3.12 The District Council is concerned to ensure that the shopping centres of its Conservation Areas are attractive to shoppers whilst retaining the historic and architectural character and appearance for which they have been recognised. Shop fronts are prominent elements of such character and appearance so proposals for their alteration are required to preserve or enhance it. The District Council has produced design guides, issued as supplementary planning guidance: "Shop Front Design Guide for Daventry Conservation Area" and Shop Front Security, to assist developers in achieving this objective.
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