This Guide is mainly for those altering or installing shop fronts or erecting shop signs in Daventry Conservation Area. This includes Brook Street, High Street, Market Square and Sheaf Street. The Guide’s basic principles can apply to other town centre shops.
Daventry District Council has adopted this Guide as policy in the Daventry District Local Plan. The Guide does not remove any need for planning permission, advert consent or any other consents required by statute.

Daventry town centre is the district's shopping focus. The historic buildings and streets create a popular and attractive market town image. The Council's strategy is to enhance this attraction and increase trade for the benefit of residents, traders and visitors. This Guide shows how shop fronts and signs should be designed for this environment.

To attract customers to it, the shop's front must be inviting. In the town centre, each shop needs nearby shops to attract customers so that the whole area thrives. So all shop fronts must look good and must blend together to produce pleasant shopping streets. It is this general look of the shopping area that will help town centre shops prosper and compete with other shopping centres.

This Guide sets out the principles of good design that should be adopted when planning permission or advertisement consent is sought from the District Council. Most alterations and new designs need planning permission or advertisement consent. It applies to all commercial traders, such as building societies and food outlets, not just shopkeepers. It particularly applies to corporate operators as corporate designs can be unsuitable for the conservation area unless modified.

For further help and advice in submitting planning applications for shop fronts and adverts please contact:

**PLANNING DEPARTMENT**
Daventry District Council,
Lodge Road,
Daventry,
Northants, NN11 5AF

Tel: (01327) 302586
DX: 21965
Fax: (01327) 301605
Minicom: (01327) 318644

E-mail: planning@daventrydc.gov.uk
Web site: www.daventrydc.gov.uk

For specific advice on statutory requirements relating to disabled customers, please ring Building Control Services on 01327 302470