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Figure 1 Front Cover, images of Daventry. Source: DDC.
1 Introduction

1.1 Why has this document been produced?

The Council is undertaking reviews of existing conservation areas within the District, and as part of this programme prioritized a review of the existing conservation area for Daventry Town Centre. Prior to the review in 2017, the Daventry Town Centre conservation area was last appraised in 1997. This document has been produced to outline the special architectural and historic interest of the conservation area, which heretofore did not have a dedicated appraisal document.

Public consultation has been undertaken to inform this document, as set out in Section 1.3.

1.2 What status does this document have?

This document has been adopted as a Supplementary Planning Document, as such it is a material planning consideration in the determination of future planning applications.

1.3 Public Consultation

This final document has been informed by several rounds of public consultation.

Initial discussions regarding the process, scope and aims of the conservation area appraisal were held with the Town Council and local residents and Councillors with knowledge of Daventry’s history and development.

During the drafting process an exhibition was held in the Daventry Library in late April 2017. It created the opportunity for local people to provide information and also be informed regarding the drafting process and ongoing schedule.

The draft was released for wider public consultation on Monday 10th July 2017, for eight weeks, during which time hard copies of the appraisal were available for inspection at the major local libraries and the Daventry District Council offices. It was also accessible on the DDC website along with the proposed boundary map and comments survey.

A public drop-in session was held at the Daventry Museum at the beginning of the consultation. DDC officers also attended a further Town Council meeting in order to explain the consultation process and inform the public how they might comment on the document.

As part of the reporting process, the Statement of Consultation (December 2017) has been published on the DDC website which notes the comments from respondents in full, the response to these made by DDC and any appropriate action taking place as a result of these comments.

1.4 How is this document structured?

This document initially examines the underlying geology and topography of Daventry Parish, then looks at the historical development of the town, considering each main historical period in turn, and then provides a spatial analysis of the historic core identifying its main characteristics.

An architectural analysis is then provided, which sets our special features which should be used to guide the appropriate design of new development within the town centre.

The appraisal reviews areas which might benefit from enhancement schemes. These are is set out in Section 10.2.
Finally a Management Plan is set out which suggests key areas where improvements to the quality of the conservation area could be made, and policies for the future protection of its architectural and historic interest.

The area of study for this appraisal is shown below (Fig.2).

This document also sets out the Local List of buildings of local architectural and historic interest compiled by Daventry District Council for Daventry Town Centre and proposals for Article 4 directions.

1.5 Drayton Hamlet

As part of this appraisal, an assessment has been undertaken of the former hamlet of Drayton. This assessment can be found at Appendix A.
2 Policy and Legislative Context

2.1 What is a conservation area?

A conservation area can be defined as an area which has special architectural or historical interest, the character of which it is desirable to preserve and enhance. This may be due to a high number of designated assets, evidence of past industry or preserved historic settlement, particularly strong character features, or areas with high quality special elements, such as historic parks.

These non-exhaustive aspects contribute to the significance of an area, which can be protected, maintained and enhanced by designation as a conservation area.

2.2 Why do we need conservation areas?

Conservation areas protect our nation’s distinct, local heritage.

In accordance with Section 69 of the 1990 Planning (Listed Building and Conservation Areas) Act, Daventry District Council has an obligation to designate areas of special architectural or historic interest, and to undertake appraisals and reviews. The NPPF (2012) also requires Daventry District Council to provide a positive strategy for conservation, allowing for the following:

- the understanding of the significance of heritage assets;
- ensuring new development makes a positive contribution to local distinctiveness;
- encouraging the sustainable use of the historic environment.

2.3 What does it mean to live and work within a conservation area?

A conservation area has specific boundaries within which there are controls on works carried out which may affect the significance and setting of the space. Proposals outside of the conservation area which affect the setting must also have regard to this appraisal. Designation also allows the Council more control over minor works, such as the alteration or demolition of buildings, designated and non-designated, as well as requiring notification for works to trees. This means that planning permission may be required for works within a conservation area, and advice should always be sought from Daventry District Council before any action is taken.

These forms of protection also create the wider opportunity for more strategic development. See Section 10 of this document for specific guidance on planning controls.

Up to date advice on planning matters can be found on the Government Planning Portal website www.planningportal.co.uk.

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2.4 2017 Review

A review of the Daventry Town Centre conservation area was undertaken in the summer of 2017. As a result of the 2017 review this document was produced and several changes made to the conservation area boundary. The map below at Fig. 2 reflects the previous conservation area boundary which was adopted in 1997 as well as the area of study for the 2017 review.

Mapping from this point forward shows the revised boundary as resulting from the 2017 review.
3 Summary of Significance

3.1 Summary of Significance

The architectural and historic interest inherent in a conservation area contributes to what is known as its significance.

Historic England defines significance thus:

> the value of a heritage asset to this and future generations because of its heritage interest.
> That interest may be archaeological, architectural, artistic, or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.


This appraisal will outline the architectural and historic interest of the conservation area in order to explain the significance of the settlement.

The town centre conservation area is characterised by the continuous built frontage of high quality, high density buildings along its main streets. Extensive evidence of the burgage plot formations of medieval buildings behind Georgian and Victorian facades is emblematic of Daventry’s strong historical interest. The consistent use of local ironstone and polychromatic brickwork in Flemish bond create coherence and enhance its special interest. Traditional shopfronts enrich the grand architectural styling of High Street and Sheaf Street, whilst local gunnels and large openings at coaching inns create important permeability through the streets and maintain connections with Daventry’s history. Views from prominent rises at Holy Cross church and the south of Sheaf Street extend outwards to the town’s rural setting, aiding our appreciation of historic features such as Borough Hill.

The west of the town centre conservation area is characterised by peaceful, leafy residential areas. Victorian and Edwardian brick dwellings in terraces typify the built environment, with high quality architectural detailing such as dentil courses and decorative tile work a key feature.

Figure 3 top: view of church, New Street.
Figure 4 below: Edison Lighting, High Street.
4 Location, Designation & Boundary

4.1 Location

Daventry lies near the south western edge of Daventry District, approximately 14 miles west of Northampton, and 18 miles east of Leamington Spa. Its location is sited on the path of Telford’s London to Holyhead road and the historic turnpike from Warwick to Northampton.

The current conservation area is shown on the map below, Fig. 7.

Daventry is the only market town in the District, developing through its position on several major transport routes, serving the many villages in the area.

4.2 Designations

The town centre conservation area was first designated in 1978, and subsequently reviewed in 1985, 1990, 1997 and most recently in 2017. Both designated and non-designated assets contribute to the significance of the area, enhancing the historic core and its setting. The town centre itself contains a high number of designated assets.

The town and conservation area lie close to the Scheduled Monuments of Borough Hill and Burnt Walls, evidence of long term settlement which contributes to their significance.

Furthermore, at the time of survey there are 43 listed buildings within the current conservation area. There is a particularly high number of grade II* listed properties within the town (11), and the Church of the Holy Cross is listed at grade I.

Landscape features also contribute to the significance of the area. At the time of survey, there are 34 individual Tree Preservation Orders (TPO) and 20 TPO Groupings within, or close to the edge of, the conservation area. The nearby Daventry Reservoir Conservation Area contains a County Wildlife Site, and to the west and south of the town there is a Special Landscape Area designated in the saved policies of the Daventry Local Plan (1997). These features contribute to the rural, green setting of the pleasant market town.

Figure 5 Commemorative plaque to Joseph Priestly at the grade II listed Doddridge Academy, Sheaf Street. Source: DDC.
4.3 Boundary

East

The current boundary takes in the whole of the church yard stretching to Vicar Lane and travels south past Tesco supermarket, which is not within the boundary. The former Rectory, Friars Close and the length of Church Walk up to Inlands Rise are all within the conservation area. It stretches west to include Market Place, New Street and the former Methodist chapel, now Chasers Bar. The bus station site and Bowen Square developments are not included in the current designation.

South

In the south of the town, the conservation area takes in the Recreation ground and travelling north along London Road, then west along Oxford Street and Badby Road.

The conservation area runs along Badby Road including Nos. 1-18, and odd numbers 19-41, 65-79 and No.34. Nos. 47-69 Oxford Street and Spring Gardens, Oxford Street are not within the conservation area.

West

The conservation area runs from Oxford Street northwards along St James Street to include the housing and rear shopping area of Sheaf Street. Nos. 5, 9, 11 and 13 Warwick Street, and the Coach and Horses are also included within the designation.

Sheaf Street, Tavern Lane and Brook Street north to the underpass are within the conservation area.

North

All of High Street is included, and the extent of the boundary in the north travels along Millennium Way eastwards, taking in the site of the library, the lodge and reaching its northernmost edge at Beehive House, North Street.

Continuing back towards Abbey Street, the land to the south of Golding Close, including Chapel Lane and St John's Square, are within the conservation area.

Figure 6 Commemorative plaque affixed to the Rec boundary wall which acts as the southern boundary of the conservation area. Source: DDC.
Figure 7 Conservation area as designated in 2017.
5 Geology & Topography

5.1 Geology

Daventry largely lies on a central bed of Marlstone Rock surrounded by Middle Lias Silts and Clays. Much of the stone used for early building in Daventry is Marlstone, combined with the use of Northamptonshire Sand Formation stone. Their often iron-rich nature leads to the stone’s golden yellow and orangey hues. The locations of historic Marlstone quarries are now uncertain. Local clay deposits have also facilitated the manufacture of brick for building. Fig. 8 below

5.2 Topography

Daventry sits around 450ft above sea level, within a basin created by the adjacent upland plateaux including Borough Hill. It is contained within the Central Northamptonshire Plateaux and Valleys area as described by the Northamptonshire Green Infrastructure Suite.

Valleys to the north and west of the town have been created by the paths of the River Leam and River Nene, where the topography of the town slopes sharply downwards. The Church of the Holy Cross is sited on the highest point within the town at the east of the conservation area.

The varying topography within the conservation area creates a wealth of views, particularly of surrounding countryside and rooftops.

Figure 8 Geological map, Daventry.

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6 Historic Development

6.1 Historic Mapping

The following section details the development of the conservation area as shown through historic mapping. Ordnance Survey maps from the late nineteenth century through to the present day demonstrate that the current configuration of the historic core of Daventry town centre was already established by the time extensive national mapping was introduced, and that its form is essentially laid out on the medieval plot lines of the early settlement.

Development in the east of the conservation area, including the site of the former twelfth century Cluniac Priory, adjacent to Market Place, is suggested to be the focus for the pre-medieval settlement within Daventry.

The local road network which currently comprises Abbey Street, New Street and High Street previously met at this point as a series of roads from nearby and distant settlements; New Street from London, High Street from Southam, and Abbey Street from Coventry. Vicar Lane would have swept round to connect Abbey Street and New Street, until a manor house, known as the Over Manor, was constructed in the early medieval period on the current site of Tesco Supermarket. It is suggested that these roads have their origins in a Saxon settlement, focused around the church and priory site.

Early thirteenth and fourteenth century charters detail the presence of several burgage tenancies in Daventry; an early form of rented accommodation with attached land. These were reserved for trades which could support the local farming economy, a relationship which comprised a large part of the town's income up to the twentieth century.

Fig. 9 below shows an impression of sixteenth century Daventry, focusing on High Street, Sheaf Street and New Street as described in written sources such as the “Dragge Book”, archaeology and topographical evidence.

Daventry's early success is largely due to its location on the main mail route from London to Holyhead via Coventry. The Georgian period saw Daventry's status as a coaching stop-over grow dramatically. A canal arm was proposed to branch from the Grand Union canal through to Daventry in the late eighteenth century, but never realised. The advent of the L&BR railway in 1838, which passed through Daventry on its way to Leamington, contributed to the decline of the coaching industry and business within the town in the nineteenth century.

Twentieth century growth in the boot and shoe industry created greater manufacturing in Daventry, including the large factory on the current site of Tesco Supermarket. Daventry was also a centre for whip manufacture. Housing was built along St James Street, Oxford Street and later Badby Road to accommodate associated factory workers to the west of the town in the late nineteenth and early twentieth century (Fig.11). The maps below detail the development of the town.


Figure 9 Suggested map of Daventry in 1571 from Early Daventry. Copyright Daventry District Council.

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Figure 21 Early twentieth century Daventry.
6.2 History

6.2.1 Prehistory

To the east of Daventry town lies the Iron Age hillfort of Borough Hill and to the south east lies Burnt Walls, an Iron Age site of indeterminate use. Archaeological excavations here during the nineteenth and twentieth centuries produced many small artefacts of prehistoric origin, including Paleolithic and Neolithic axe heads. Bronze Age palstaves (a form of decorative axe) have also been found, indicating the long term settlement of the area.

6.2.2 Roman and Anglo-Saxon

Remains of a Roman villa are buried in the north of Borough Hill; many Roman items including tiles, keys, knives, pottery and a bracelet were unearthed with the villa, as well as a skeleton with various bronze paraphernalia. The Roman settlement of Bannaventa existed to the east of Borough Hill, and the hillfort site was likely used immediately prior to Bannaventa’s establishment. «Evidence of Roman activity within the town is suggested by finds at a site adjacent to Abbey Street.»

6.2.3 Early Medieval

In 1086 Daventry is listed in the Domesday Book as a relatively large settlement of 34 households; comparatively, Rugby had only 18 and Northampton 87.

A Cluniac priory was established in Daventry in the early twelfth century by Hugh de Leicester, Sheriff of Northamptonshire, with the permission of Simon de St. Liz, first Earl of Northampton.

It stood adjacent to the site of the early parish church, where the current parish church stands today.»

A regular Wednesday market was held in the town as far back as 1203, contributing to Daventry’s growth in the early medieval period. It is suggested that Market Place was at this time a more open space focused around a central manor, possibly at Nos. 5 and 7, formerly one dwelling.»

Traditional “burgage plots” were narrow strips of land laid out at right angles to the main street, where people would both live and work on the same plot. Frontage space which allowed access to trade was precious in medieval times, and so the plot would usually be very narrow but long, accommodating workshops, kitchen gardens and grazing land at the back.

The burgage plots in Daventry were initially laid out in this early period; evidence for their presence at Sheaf Street, Brook Street (formerly Brook End) and near the church, possibly at Church Walk, is attested in fourteenth century cartulary records of the “Over Manor” of Daventry.» Land known as the Inlands stretched from the Over Manor south, and including extensive fish ponds in the ownership of the Priory.

The earliest surviving property in Daventry is thought to be No.3 High Street, which was constructed sometime during the fifteenth century, and several sixteenth century properties survive on

British History Online: http://www.british-history.ac.uk/rchme/northants/vol3/pp62-72

Northamptonshire HER.

Sheaf Street, including No.2 and Nos.20 and 22.

The characteristic form of the burgage plot can be seen in the footprint of many buildings in the town, and is clearly visible in modern mapping (Figs.9-12).

Various markets, including a hog market and several cattle markets, continued to prosper through the fifteenth and sixteenth centuries, and the footprint of the modern town is by this point mostly laid out on the burgage formation.

In 1571 a Manorial Survey conducted under Elizabeth I produced the “Dragge Book”, which documented the field systems and households of the town of Daventry and the associated hamlet of Drayton. A map has been produced based on the information therein, which details the supposed form of the town at the time; this map can be seen with the conservation area overlaid (Fig.9). The “Dragge Book” is now held at the National Archives, Kew.

The medieval economy was almost entirely supported by farming; evidence in the cartulary records show that the tenancies were reserved for workers supplying ancillary trade to the customers of the regular markets within the town, contributing to its growth.

6.2.4 17th, 18th and 19th Centuries

Several properties survive across the town from the seventeenth century, including the Old Grammar School on New Street, and much of Sheaf Street. Daventry’s prominent position, south of the Watford Gap on the route through to London from the north and to Holyhead from the capital, contributed to its success in the Elizabethan and Georgian periods.

Large coaching inns were constructed in the seventeenth century to accommodate custom arriving along the London Road to the south of the town, such as the (now demolished) Plough and Bell and the grade II listed Wheatsheaf Hotel, where Charles I purportedly stayed before the Battle of Naseby in 1645. The presence of these inns across the town is evidence of the large amount of trade attracted to Daventry; by the nineteenth century roughly two hundred coaches a week passed through the town.

During the Georgian and Victorian periods, many properties along High Street, New Street and Sheaf Street were given new facades, creating the forms we see today; it is clear from maps that the burgage formations were respected, suggesting there may be evidence for much earlier structures underneath, such as at 32 and 34 High Street.

The grade I listed church of the Holy Cross was built in 1752 to replace the earlier parish church. It was designed by David Hiorne of Warwick in a similar style to St. Martin-in-the-Fields at Trafalgar Square. It is the only eighteenth century town church in Northamptonshire.

In 1792 an application was made to construct the Grand Junction Canal from the Oxford Canal at Braunston to the Thames at Brentford. The process included the construction of the Drayton and Daventry Reservoirs, which could ensure various corridors could be kept in water; permission was granted in 1793 and construction was finally completed in 1805. A canal arm to Daventry was proposed but never built, possibly due to the new Daventry Reservoir stretching across the area where

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it was due to be laid. At this time the Weedon Ordnance Canal was also being constructed to facilitate movement of arms and troops. Daventry formed part of the important route transporting soldiers to and from Ireland via Holyhead during the war with France.

In 1888 the London & North West Railway Line opened a branch from Weedon to Daventry. This branch was later connected to Leamington Spa in 1895; the line was never a large success and was closed to passenger traffic in 1958 and to goods traffic in 1963. The former railway line ran parallel with the current route of the A425, where part of the railway crane used for loading goods is the only physical reminder of the station, whilst the footpath heading north is the physical scar of the railway itself (Fig.13). London Road is also the location of Daventry’s former Union Workhouse which is listed at grade II and now forms part of the hospital. Adjacent to this stands a fine pair of late nineteenth century dwellings named “Astbury Terrace” which formerly sat alone on this long approach to the town, now much developed.

Industrialisation also led to the growth of the boot and shoe trade from a cottage industry to larger scale manufacture. Three factories were built in Daventry; Stead and Simpsons on Church Walk, Rodhouses on Oxford Street and Mountain and Daniels on Warwick Street. None of these factory premises survive. Housing, a school and a church were built in the west of the town to accommodate factory workers. In order to supply the newly built residential areas, many properties began to be converted from residential use to commercial uses, such as banking houses and shops, and several splendid examples of Victorian shopfronts still exist in the town, as at Edison Lighting on the corner of Sheaf Street and High Street (Fig.2).

6.2.5 20th and 21st Centuries

The twentieth and twenty-first centuries have seen Daventry’s residential areas grow substantially in the post-war period. Growth continued through the Birmingham overspill development in the 1960s, which also lead to the construction of the ring roads. The BBC located their radio receiving station on Borough Hill in 1925, where the World Service was first broadcast in 1932. In 1935, Richard Watson-Watt’s radar system was successfully tested from Borough Hill using signals from nearby Weedon.

The Bowen Square development was constructed in the 1970s, where some demolition of historic terraced housing and the Victorian assembly rooms occurred, to accommodate the current shopping area and car park. St James’ Church on St James Street was also demolished in 1962. Much of the town’s historic fabric has survived through to the present day, including its original burgage plots.

The New Street Recreation Ground, locally known as the “Rec”, was formally laid out in the nineteenth century on the site of the former Over Manor “Inlands” and Priory fishponds. It continues to be a significant open space in the town.

Figure 13 Remains of crane system at Daventry Railway Station site.
7 Spatial Analysis

7.1 Character Areas

There are many common attributes throughout the conservation area which create a coherent historic character. However, the special historical and architectural interest changes as one travels through the town centre. The areas which display strong character features, based on their specific historical development and architectural styles, have been divided into character areas. These character areas are shown below (Fig. 14). Extensions and reductions in the boundary are discussed further at section 9.3.

The character areas on the map below have drawn upon but differ slightly from those in the Daventry Design Codes (2005). The character areas in this appraisal focus on the historic context of the current conservation area.

Each character area has distinct qualities produced by its age, utility and spatial form. Certain areas are unified by the palette of building materials, architectural style or the presence of landscape features and have therefore been grouped. Areas do not have to be physically connected to be considered as having the same character.

The character areas within the Daventry Town Centre Conservation Area are:

1. The Churchyard, Church Walk and the Rec
2. The Historic Core (High Street, New Street and Market Place)
3. Sheaf Street, Brook Street and Tavern Lane
4. Western Residential Area (St James Street, Warwick Street and Oxford Street)
5. Retail Fringe

Figure 14 Daventry Town Centre conservation area “Character Areas”.

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7.1.1  Character Area 1: The Churchyard, Church Walk and the Rec

Holy Cross churchyard and Church Walk have a peaceful, enclosed character created by the large amount of mature trees; most are protected by TPOs. The church is set slightly away from the main centre, it is elevated from the surrounding roads and commands a prominent position within views upon entering the conservation area along Abbey Street. The grade I listed Holy Cross church is a fine example of an eighteenth century town church built in ironstone.

No. 7 Church Walk is a pleasant eighteenth century residential dwelling which stands opposite the church on the highway, and is grade II listed. Also grade II listed is the nineteenth century former Rectory which stands adjacent to the church, set back from the road. Whereas No.7 has exposed coursed ironstone walls, the Rectory has been rendered, and both sit within large leafy plots, contributing to the character area.

The Rec has a similarly leafy character, but has a more open atmosphere to the churchyard. Like the churchyard, it is enclosed at its boundary by several large TPO Groupings. The form of the Rec has little changed since its formal inception in the nineteenth century, and its open form mirrors the previous use of the land as farming and meadowland. From here there are important views eastward towards the church and Borough Hill.

A mixture of twentieth century buildings lines the northern side of the Rec, including the former court and the Police Station which occupies the site of its predecessor. These buildings form a local function, whilst maintaining the historic enclosure of the Rec.

Important, longer distance views of the church are visible from the fringes of the town, as from the Leamington and Braunston Roads, and the Ashby Road.

Key features:

- Prominent position within town on upland areas;
- Leafy, enclosed feeling, due to high numbers of TPOs, TPO Groupings and non-designated mature trees;
- Public use of important, green space;
- Public accessibility and linkage from the fringes of the town to the main centre;
- Views of the church and Borough Hill.
7.1.2 Character Area 2: Historic Core (High Street, New Street and Market Place)

The majority of buildings within the historic core date from the seventeenth to the nineteenth centuries, with some later infill. Occasional earlier properties still exist, including the fifteenth century No.3 High Street (grade II), with the possibility of many buildings containing earlier cores. Grand Georgian and Victorian facades front most buildings within this section of the historic core. Several excellent examples of Victorian shopfronts also exist, including Edison Lighting, High Street. The Fop Shop/ Danetre Estate Agents and several properties on Sheaf Street also exhibit the traditional style of shopfront which enhances the conservation area. Much of the historic interest of the historic core is contained within the traditional back-land development which maintains the burgage formations. Doorway-sized alleyways, known locally as gunnels, continue to provide important permeability from street to street and through to the rear of properties, a mode of movement which has its roots in the medieval town plan.

Behind the street frontages, backland areas still accommodate outbuildings associated with Daventry’s coaching past, as at the Dun Cow Inn. Rear walls mirror the lines of the burgage plots, creating important historical continuity.

Both High Street and New Street have an enclosed feeling, created by the often triple-storey height of the buildings and high density of the built frontage. The combination of wide pavements and one way traffic has created a pedestrian-friendly space on High Street, whereas New Street and Abbey Street retain the more traditional, narrower pavements.

The open area of Market Place occupies a typical historic placement at the end of High Street, associated with the trade and various local livestock markets. Nearby subdivision of the space at the eastern end of High Street mirrors the former location of the original Moot Hall and Shambles, which were located by the Burton Memorial. Historic buildings on northern side of Market Place were demolished in the 1960s; their replacements are sympathetic examples in terms of scale, design and materials. Land use in the centre is almost entirely commercial, with some premises containing rear and first floor residential accommodation. Many of the grand banking houses and coaching inns survive, including Lloyds Bank, the former Peacock Hotel (now Barclays Bank), and NatWest Bank.

Modern infill has been largely successful, with many new developments mirroring the footprint and detailing of former buildings, such as Nos. 60-66. Buildings are generally set close to the highway, furthering the historic sense of enclosure and retaining the features of the burgage plots. The sloping topography has created a sinuous character which leads upwards to the east. Short views are drawn along the length of the roads by the strong, historic building line, whilst long views east are concentrated on the church. The area has an essentially urban feeling, with little landscaping or trees, aside from those mature trees at its eastern end.

Key Characteristics:

- Commercial land uses;
- A tight urban grain created by the retention of burgage plot formations;
- Enclosure created by two and three-storey buildings;
- Grand Georgian and Victorian building facades;
- Historic permeability created by gunnels;
- Interest of back-land properties;
- Contribution of historic shopfronts.
7.1.3 Character Area 3: Sheaf Street, Brook Street and Tavern Lane

This area is also contained within the traditional historic core of the town, but reveals a subtly separate character. Historically, Sheaf Street and Brook Street had a mixed commercial and residential use. Its current architectural and spatial character is more vernacular than High Street and New Street; the tight urban grain is consistent with the rest of the historic town, but the sense of enclosure is far more significant along Sheaf Street, due to the narrower highway, projecting features and other architectural detailing.

It is probable that much of Sheaf Street was earlier in construction than High Street, and that formerly it had grander reputation in comparison to the rest of the town; the Knightleys of Fawley had lodgings located on Sheaf Street in the early Georgian period at Nos. 20 and 22.

The character of Daventry's coaching history is most apparent along Sheaf Street and Brook Street, where several stabling entranceways are a common feature, as at the Dun Cow Inn.

The southern end of Sheaf Street opens onto a small modern landscaped square, accommodated by earlier demolition. The Wheatsheaf Hotel (grade II*), former Doddridge Academy, whose alumni include Joseph Priestly who discovered oxygen, (grade II) and the United Reformed Church (grade II), form a significant grouping at the head of this space and the junction with London Road.

The majority of buildings are of two storeys, and there is a mixture of coursed local ironstone and polychromatic red brick in Flemish bond. Architectural style is varied and, as stated, far more vernacular than High Street and New Street. The burgage plot formation is highly visible along Sheaf Street, framing views from the summit looking both north and south.

Sheaf Street was pedestrianised in the late 20th century and has modern paving; the lack of traffic creates a quieter character than that within the rest of the historic core.

Brook Street and Tavern Lane also have a quieter character. The downward sloping topography on Brook Street increases the sense of enclosure at the Tavern Lane end. A strong grouping of significant buildings contributes to the character of Tavern Lane and Brook Street, including the former BBC Club building (grade II*), the Saracens Head Inn (grade II*) and the Dun Cow Inn (grade II).

Similarly to High Street, the gunnels on Sheaf Street create permeability through to significant rear development.

Modern infill development has been restricted to the southern end, at Foundry Walk and Aldi. The open space contrasts to the enclosure of the rest of the street, and would benefit from enhancement.

Key Characteristics:

- Strong feeling of enclosure;
- Vernacular architectural style, including fine exterior details;
- Sloping topography and significance of views;
- Remnants of coaching history;
- Historic permeability created by gunnels;
- Interest of back-land properties, associated outbuildings and walls;
- Visible burgage formation.
7.1.4 Character Area 4: Western Residential Area (St James Street, Warwick Street, Oxford Street and Badby Road)

The western boundary of the current conservation area is formed around Daventry’s historic residential area. Development spread westwards from the town centre in the second half of the nineteenth century; St James Street is lined with a squat terrace of Victorian workers housing, designed in pairs with modest architectural detailing. Most of these properties have lost their original fenestration and roofing materials, and some have been clad. They have largely retained their plan form, and some sympathetic modern development has occurred adjacent to St James School.

The demolition of St James’ Church and surrounding buildings in the 1960s has created a far more open space which is currently used as a car park. Sympathetic planting and black railings lessen the leakage of space here, and the mature trees are significant in their contribution.

A finer style of terraced building took place on Warwick Street, and Oxford Street.

The historic character of Warwick Street has been degraded by demolition, inappropriate infill development and the vacancy of certain properties. Victorian terraced properties to the north western side have retained their plan form, but have lost architectural detailing. Belmont House survives as a fine example of the early twentieth century residential style.

Nos. 39-45 Oxford Street form a pleasant grouping on the edge of the town centre. The majority of the development on Oxford Street and Badby Road is late Victorian and Edwardian, comprising several charming terraces interspersed with grander detached properties. Historic photographs of Oxford Street show buildings lining the northern side of the road, now demolished, which echoed the size and plot form of the current Nos.49-59 Oxford Street. This also shows how the character of these buildings has been altered by modern additions. As such, whilst not included in the designated area due to their loss of their traditional design, Nos. 49-59 Oxford Street provide an historic spatial context for this end of the road, maintaining some of the strong building form which was previously present on both sides of the highway.

The character of this area is greatly enhanced by the large number of mature trees which line Oxford Street and Badby Road.

The buildings are exclusively brick built, containing some fine detailing, including decorative moulding along the eaves and string courses. Several terraced properties have doorways with classical detailing above the doorways, and coloured entranceway tiling is also a feature.

Terraced properties here sit close to the highway in their plots, with those on Badby Road often fronted by short brick walls. Lack of accommodation for parking has led to some on street parking, but this does not dramatically reduce the historic character.

Excellent views are afforded from the western side of Daventry across to Borough Hill, which enhances the spatial quality of this character area.

Key Characteristics:

- Homogeneity of brick;
- Peaceful, secluded spatial quality;
- Contribution of mature trees and planting;
- Uniformity of terrace style;
- Views across to Borough Hill;
- Avenue like form of Oxford Street and Badby Road.
Character Area 5: Retail Fringe (High Street and Sheaf Street)

These zones within the conservation area include a large amount of low-level, open space, including car parking, and have some modern infill development. Land use is a mixture of public and private, including some residential, as at St Johns and the north of Sheaf Street/ Tavern Lane. Car parking for the town centre is usefully provided by these areas, but this can lead to a leakage of space. Landscaping in keeping with the other fringes of the conservation area softens these zones. Access for servicing is provided to the retail plots on High Street and Sheaf Street, as well as permeability through the local gunnels. In these spaces the rears of buildings fronting the main highway are visible to the public, exposing the former burgage plots which are typically still seen in remaining brick walls stretching back into the public space. Historically these areas would have been yards associated with the trade and residential plots, with far more delineation. Now, the division of public and private space in these areas is unclear and would benefit from more robust definition.

Key Characteristics

- Open areas with little definition between public and private space;
- Visible remains of the former delineation of burgage plots;
- Access and views to the rears of historic plots on High Street and Sheaf Street;
- Soft landscaping along the fringes;
- Land use associated with town centre services;
- Some small-scale residential usage;
- Potential for leakage of space due to low-level lack of enclosure.

The areas of enhancement and boundary reductions and extensions are discussed further in Section 9 of this document.
7.2 Views

Views within, into and out of the conservation area directly contribute to our appreciation of the historic significance of the town. They provide visual interest within the urban centre, and views to the surrounding countryside, in particular the hillforts, create wider links to Daventry's history and sense of place.

Views throughout the town vary due to the individual characteristics and land uses of particular areas. Certain features create coherence, including views of landmarks and mature planting.

Both long and short views highlight landmark buildings, such as the Holy Cross Church, which sits on a promontory and is visible for miles around. The rooftops of the buildings at the core of the historic town centre are also integral to significant long views from surrounding roads, and characterise its visual amenity. This is particularly relevant to High Street, Sheaf Street, New Street and Market Place.

Daventry's undulating landscape and the abundance of trees enclosing the town centre provide interesting and partially secluded views from the outside. Within the conservation area, the fluctuating topography creates significant shorter views of sinuous streetscapes, particularly along High Street. Large trees soften views of the tight urban grain throughout.

Many glimpsed views through to the backs of properties are afforded by the historic gunnels (alleyways) and coaching entrances.

Views along the residential roads of Badby Road and Oxford Street are characterised by the strong building line, as well as the significant contribution of mature planting along their lengths.

The following map at Fig. 15 highlights views which have been recognised as particularly significant. Images at Fig.16 show examples of these important views.

The omission of a particular view from the map does not preclude its significance.

Views into the town are sheltered by surrounding mature trees, creating a green emphasis whilst rooftops and the church spire may be glimpsed over the treetops.

The impact of development proposals on views towards and from landmark buildings, the surrounding streetscape and rooftops, and on medium/long views towards wider countryside should be taken into account in determining planning applications.
7.2.1 Views Map

Figure 15 Map showing important views and also footpaths.
Figure 16: Examples of important views across the conservation area.
7.3 Trees, hedges and open spaces

Trees contribute greatly to the character of the conservation area. The tight grain of Daventry's urban town centre is softened by layers of greenery and the conservation area is greatly enhanced by the two large areas of green space with established planting at Holy Cross churchyard and the Recreation Ground.

At the date of the survey, a total of 34 TPOs and 20 TPO groupings lie within or just outside the conservation area (Fig.17).

Views out of the conservation area are green and pleasant. Long views stretch to the fringes of the town where planting in residential areas is now reaching maturity. Beyond this, the district's rural character is apparent from trees and hedgerows in the fields of the surrounding Northamptonshire Uplands. These external green views circle the town and rise in the distance, contributing to its setting.

The sweep of established trees and large grassed area of the churchyard constitute an important feature at the eastern entrance to the conservation area. Two TPO groupings of established trees enhance the setting of the church.

Views out across the surrounding countryside are channelled by topography and planting, whilst internal views are dominated by the ironstone church. Planting around the war memorial at the north of the churchyard is much smaller in scale, with shrubs and bushes in a more formal arrangement typical of civic schemes.

The town's other large green space, the Recreation Ground, is bounded on three sides by protected TPO groupings, two of which form part the conservation area's southern boundary. Unlike the churchyard, the Rec is a wide, flat grassed area, highly visible and easily accessible on foot from New Street.

Figure 17 From top, trees in: Holy Cross churchyard; The Rec southwards; High Street.
It is an inviting and well-used public space, enhanced by recent improvements to the playground and skate park. The London Road boundary of the Rec includes a very established row of trees, which give a sense of shady enclosure around the formal historic entrance. These trees, and another area of small scale municipal planting around the flagpoles at the top of London Road, give a sense of arrival at the southern gateway to the conservation area from London Road.

Within the town’s commercial streets, there are very few trees, increasing the significance of individual trees where they do appear, for example those next to the Burton Memorial and in front of the former chapel in New Street. Widespread use of hanging baskets on shopfronts and street furniture softens the hard landscaping of the streetscape, adding visual coherence and a sense of pride in the appearance of Daventry’s town centre.

The few residential buildings within the conservation area are mainly Victorian, mostly terraces with little or no front garden. Trees within these streetscapes are therefore particularly important for the amenity of the character areas. In St James Street, where houses directly front the pavement, established trees on the site opposite of the now demolished St James’ church add much needed greenery and screening, as does lower level planting around the car park.

At the south west boundary of the current conservation area, some of the Victorian terracing on Oxford Street has low level walling in front of the houses, although these enclosed areas are too small to allow for anything other than small shrub planting. Just outside the current conservation area, as Oxford Road joins Badby Road, front gardens become larger and include more planting. A significant aspect of the street scene is the string of boulevard style tree planting along the grassed verge to the east side of Badby Road.

Trees within a conservation area are given protection by section 211 of the Town and Country Planning Act 1990. This requires six weeks’ notice to be given to DDC before commencing any works to trees. There are certain exemptions, details of which can be found on online at www.gov.uk or by contacting DDC.

Due to the important nature of mature planting in and around the town centre, development schemes should incorporate plans for replanting to maintain the green infrastructure within the conservation area.

The following map identifies significant TPOs, TPO groupings, and other non-designated areas of significant planting.

Figure 18 Trees lining Abbey Street.
7.3.1 Trees Map

Figure 19 Map showing spread of trees within the town centre, including TPOs, and important walls.
7.4 Scale and Massing

The historic core of the conservation area has a high density of buildings with a fine grain. The continuous built frontage of the town centre characterises the conservation area. Two and three storey buildings are standard, and those within the historic core generally adhere to the burgage plot sizes and multiples of this. For information regarding the layout of burgage plots see Section 9: Design Guidance.

Gap sites are uncommon and generally serve to detract from the conservation area. Historic gunnels and large coaching doors create permeability, and should be retained and enhanced.

The tight urban grain continues along Badby Road, although the massing is less consistent; groups of terraces line the south-eastern side and detached properties sit in large plots on the north-western edge.

On the retail fringes of the conservation area access and provision for parking in backland development serves a useful local function, but has led to the leakage of space. These areas do benefit from planting to encourage enclosure, and would profit from enhancement schemes to further interpret the burgage plot formations which remain.

Buildings throughout the residential parts of the conservation area are very closely massed, generally in terraces. They often sit very close to the highway, and present a strong building line.

Varying ridgelines and gables on Sheaf Street create enclosure, as do projecting features such as bay windows at ground level and oriel windows above. Certain properties, particularly shops and eateries, have recessed ground floor lobbies, but exterior porches or canopies are not a feature of the conservation area.

Figure 20 The frontages of burgage plots formations are clearly shown in the buildings on High Street.
Source: DDC.
7.5 Walls

Planning permission is required to demolish gates, fences, walls and railings above 1m high fronting a relevant highway within a conservation area, and 2m high elsewhere in a conservation area.

Relevant highways include, but are not restricted to, roads, bi-ways, footpaths, bridleways and waterways.

Due to the continuous built frontage of the conservation area, walling is more commonly found to the rear of properties demarcating burgage plots or flanking the gunnels and alleys which connect the streets.

An example of a significant wall is the limestone wall which encircles the churchyard, varying in height around its diameter. It is relatively low along Church Walk, affording clear views of the impressive frontage of Holy Cross church, but also giving a sense of enclosure. Where the wall fronts Abbey Street, its increased height adds to the sense of enclosure at the churchyard, as well as channelling winding views uphill towards Market Place.

The low, early-twentieth century ironstone wall running along the west side of the Rec includes coursed stone columns spaced at regular intervals and local ironstone ridged coping with iron railings above. The wall provides a clear boundary to the conservation area, and also between the main road and the public space, adding an appropriate level of low key formality either side of the 1911 stone memorial entrance. The design of this wall is echoed in modern brick form in the front boundary walls of Charles Terrace opposite.

Fragments of historic red brick walls can be seen on North Street behind Lloyds Bank, and also in front of terraced housing in St John Square. These sections of wall are short, but importantly indicate the burgage style boundaries of properties which once stood on the site but have been demolished to make way for modern development such as the leisure centre. A similar fragment of brick walling survives at the junction of Oxford Street and Sheaf Street, marking the boundary of the former Wheatsheaf Hotel.

Figure 21 Above: historic, mixed material wall at the Rec. Below: historic brick wall on North Street.
Along Oxford Road and Badby Road, many of the residential properties retain their original nineteenth century low red brick walls with ironstone or brick coping. These walls have survived well, due to the front plots not being large enough to accommodate off-street parking. A number of properties also retain associated original brick and tile work at ground level behind these walls, in the form of paths and decorative borders.

Notable modern walls exist at the junction of St James Street and Tavern Close, where a curved wall of local stone with tiled coping successfully separates the modern development of St James Close from a busy road junction; and at New Street where a very high red and blue brick wall encloses the Tesco lorry delivery area, and a lower buff coloured brick wall performs a similar function at the rear of Waitrose.

Important historic walls can be seen displayed on the map at Fig.19.

Figure 22 Historic, stone wall on London Road. Source: DDC.
7.6 Public Realm

The public realm is an intrinsic part of the character of the Daventry Town Centre conservation area.

Street furniture within the conservation area is generally sympathetically styled, and is painted in a uniform colour which creates cohesion across the town centre. Street lights are well placed at intervals, and in areas where the pavements are narrow, luminaries are attached to relevant walls to avoid street clutter, as on the corner of New Street and High Street (Fig. 24 bottom). Certain modern signage has been amalgamated with good effect, as at London Road (Fig. 24 top).

Historic street-name signs are often affixed to buildings due to the narrow pavements which add interest to the conservation area (Fig. 23).

Several examples of non-statutory signage within the conservation area contribute to its character and promote civic pride, such as the “Love Daventry” signage which has been designed sympathetically to the historic street furniture.

Figure 23 Street furniture across the town centre is coherently designed and should be sympathetic to its surroundings. Source: DDC
The majority of roads are tarmacked, but there is consistent use of granite kerb stones and square stone cobbles which maintain historic character and enhance the visual amenity of the conservation area. Footways are paved with large stone paviours which are part of a previous civic enhancement scheme, and where blacktop has been used on footways it is generally to the detriment of the conservation area.

Areas of historic road surfacing survive, particularly in entranceways such as the cobbles at the Dun Cow Inn, Brook Street (Fig.19).

Sheaf Street was pedestrianised in the 20th century and is now centrally paved with red brick, flanked by large stone paviers alike to those on High Street and New Street.

There are two public footpaths which enter the current conservation area, at the Rec and Inlands Rise and at Lodge Road.

Figure 24 Appropriate signage consolidation; historic cobbles, Brook Street; well sited and designed luminary, New Street. Source: DDC.
8 Architectural Analysis

8.1 Building Age, Type & Style

The historic core comprises a mixture of mainly eighteenth and nineteenth century buildings, the development of which pertains to Daventry's history as a coaching market town.

The plan form of the town echoes its narrow medieval burgage plot foundations, with several buildings hiding sixteenth and seventeenth century cores behind Georgian or Victorian facades.

The majority of buildings which front the highways on High Street, New Street and Sheaf Street are in commercial use, with some residential development set back to the rear or on upper floors.

Flats are easily accommodated above many retail premises, and encourage good maintenance.

Residential development from the Victorian period is focussed in the west of the town, around Warwick Street, St James Street, Oxford Street, Badby Road and London Road.

There are also a small amount of early twentieth-century residential properties directly to the north of High Street.

The style of building design is typical of a modest market town; the properties form a consistently tight urban grain along the highway, with many buildings providing a strong vertical emphasis, some three storeys tall.

Alleyways known locally as “gunnels” afford permeability through the town. Exterior detailing is often classical in design, typical of Georgian and Victorian buildings.

Figure 25 The conservation area holds many types and ages of building, unified by a shared palette of materials.
8.2 Materials

Throughout the conservation area there is wide use of both local brick and ironstone which creates consistency and character. Timber framing is also apparent on the exterior of some early buildings, and many others may have hidden timber frames. Roofing materials also vary, with several examples of historic tile remaining. Thatch has not been retained, although its previous presence is belied by the steep pitch of certain roofs, such as The Saracens Head. The use of modern substitutes is generally to the detriment of the streetscape.

8.2.1 Stone

Several large, high status Georgian buildings on High Street are constructed of coursed local ironstone, and not rendered, contemporaneous with Holy Cross Church. The majority are ashlar, with fine carved detailing on their entablatures and architraves. Mortar is light coloured lime mortar, pointed in thin, delicate joints. Most of these stone buildings are listed at grade II or grade II*. Stone is used for both commercial and domestic properties, as at Churchwalk House (Fig.26).

Figure 26 A variety of ironstone buildings in the conservation area.
8.2.2 Brick

Victorian and Edwardian buildings within the conservation area and on its boundary are mainly constructed in brick, with Flemish bond. At the centre of the conservation area polychrome brick, using engineering blue bricks and high fired dark red brick, is common and of particular architectural interest. Individual high status brick buildings are less common than stone counterparts; a notable exception is the Lloyds Bank building on High Street, which features as a landmark in the streetscape for its design.

Many window reveals are detailed with segmented brick arches. There are also several significant brick walls within the conservation area, at Church Walk and north of High Street.

8.2.3 Detailing

Detailing on grander commercial buildings is consistently classical, such as the banking buildings on High Street. Segmented and rusticated pilasters are a prominent feature, smaller examples flanking the doors of more humble, but no less charming properties. Delicate dentil courses are consistent across many brick properties, and stone buildings often have embossed key stones. The Edwardian residential areas provide many appealing architectural details on their facades, including egg-and-dart and bead-and-reel string courses, as well as several examples of tiled entranceways.
8.2.4 Render
Render is very common within the conservation area, mainly restricted to pale variations of white and cream. Some properties have coloured detailing, which can be attractive when planned sensitively.

8.3 Roofs, Gables & Chimneys

8.3.1 Ridgelines
Ridgelines within the conservation area are varied in style and level, with many three storey buildings of various heights interspersed with more diminutive two storey properties.

Occasional historic square formed front elevations conceal pitched roofs, such as at No. 29 High Street. The majority are pitched, with hipped examples on the corner of High Street and Sheaf Street. Gothic detailing in the form of castellation at No.1 Tavern Lane is a unique example within the town.
8.3.2 Gables

Gables are rarely presented to the highway. Notable exceptions include the Old Grammar School, Nos. 53-55 High Street, and the exposed gables of the Saracens Head. Modern development on High Street mirrors the previous historic gabled form of No.60. Edwardian properties on Badby Road also present attractive gables to the highway which contrasts well with surrounding terraced housing (Fig.29)

8.3.3 Chimneys

Chimneys on commercial properties generally fall at the gable end on the apex. Certain interesting examples can be seen on the Lloyds Bank building, and No.1 Tavern Lane. Majority are brick stacks, with stone utilised on some older properties on Market Place. Residential properties on St James Street have charming squat brick stacks which form a strong grouping. The majority of Edwardian properties along Badby Road have retained their brick stacks, many of which have elegant dentil courses and multiple pots.

Figure 29 From top: Edwardian front gables, Badby Road; traditional stables at Saracen’s Head Inn, Tavern Lane; stone and brick stacks. Left: squat chimneys on St James Street.
8.4 Windows

Historic windows throughout the conservation area are of timber and majority painted white. In terms of style, sliding sash is predominant on upper floors with the amount of lights varying. Some properties on High Street have top-hung casement windows which mirror sash equivalents when closed. On Sheaf Street the form is less consistent, with several inappropriate uPVC insertions. Few properties outside of High Street and New Street have retained their original windows, with individual attractive examples on Oxford Street and Badby Road. The Coach and Horses Inn and Belmont House on Warwick Street have retained their historic windows. Edwardian residential properties often have bay windows.

Many historic windows have been replaced with larger, modern shop windows. This has been accomplished with varying levels of success.
8.5 Doors, Entranceways, & Porches

Historic doors within the conservation area are mainly of timber, with later examples in the Victorian and Edwardian residential areas often containing glass panels in the upper sections, and fanlights in some cases. Metal gates front some of the gunnels along High Street, and large entranceways into several properties evidence Daventry’s coaching history.

Porches are not a common feature. At Badby Road, where properties are set further back, there is attractive detailing around certain doorways. Some later properties have built in porch ways where the door is recessed. Belmont House has an appealing timber, painted porch, an anomaly in the town. Tiled entranceways are also a feature of the Victorian and Edwardian properties on Badby Road and Oxford Street.

Figure 31 A variety of historic doors and entranceways from the conservation area.
8.6 Shopfronts

Historic shopfronts are a feature in the conservation area, largely on High Street and Sheaf Street. Victorian shopfront facades exist on many properties, and contribute directly to the architectural and historic interest of the town. Most are of typical classical design, with decorative entablature, moulded window mullions and recessed entrance lobbies. Wood is the most traditional material for detailing, and is usually painted. Other common features are dentil courses along the cornice, flanking pilasters with volute capitals, and flush, wooden facia boards. The retention of stall risers and sills is also important in maintaining their character.

Details regarding the elements of traditional shopfronts, such as sills, stall risers and facias, can be found in the Daventry Shopfronts Design Guidance Supplementary Planning Document on the Daventry District Council Website.

Traditional metal brackets with hanging signs are preferable to a-frame boards, which clutter the street.

The traditional design of shopfronts within the conservation area is important to maintaining its high quality, and the DDC Shopfronts Design Guide should be consulted in all applications regarding the design of and alterations to historic shopfronts. Many of the shops on High Street and Sheaf Street are listed, including several at grade II*, and any alterations or additions will require listed building consent.

Figure 32 From top: traditional shopfront, Sheaf Street; Edison Lighting, High Street; traditional hanging brackets and signs, Sheaf Street.
8.7 Positive Buildings

Many non-designated buildings make a positive contribution to the character and significance of the conservation area. Being within a conservation area, their demolition requires planning permission; however, they may be subject to piecemeal change which should be adequately controlled, due to their special contribution.

Their contribution may be made in any of the following ways:

- Through their architectural merit;
- Particular contribution to the local vernacular style;
- as evidence of the settlement's historical development;
- through their contribution to the streetscape, or their place within an important grouping of buildings.

Modern properties may also make a positive contribution to the conservation area, or may be sited in prominent positions, where their development could have implications for the character of a streetscape.

Whilst no further planning restrictions are placed on these buildings purely as a result of conservation area designation, as far as is reasonable there should be a presumption in favour of the retention of these building’s architectural and spatial features.

These buildings are shown on the map at Fig.35.
Design Guidance

The following policies set out key design principles. Advice should always be sought from Daventry District Council before commencing any works. A Design Guide for Northamptonshire has been produced by CPRE which provides useful advice.

9.1 Alterations and Extensions

There will be a presumption against proposals for alterations and extensions which adversely affect the character of the conservation area or its setting. Alterations and extensions should be sympathetic to the character of the building in terms of proportions, scale, materials, and detailing.

New development, including extensions should respect the design of the burgage plot formation within the historic core in order to maintain the conservation area’s architectural and historic interest and coherence.

Burgage plot formations are built in “perches”, a “perch” being a measurement across the frontage of a building of 5.5 yards (5m). Buildings are often built in multiples of perches, which maintains the visual amenity of a street scene.

9.2 Scale

Additions to existing buildings or new development will generally not exceed two storeys, and the ridgeline should respect the ridgeline of adjacent buildings. Ridgelines are typically varied across the conservation area, and new development should seek to be sympathetic to this style. Due to the important of the continuous built frontage, new development and alterations must not affect the established building line, nor create gaps where previously there were buildings or walls.

9.3 Materials

Continuity of materials greatly contributes to the area’s character and development must be sensitively designed with this in mind. The use of local materials if possible is encouraged. The majority of properties within the conservation area are built with either Northamptonshire sandstone and ironstone, or local polychromatic brick in Flemish bond. In the western residential areas, stone is generally not an acceptable building material, and red brick akin to the prevalent historic materials should be used.

9.4 Detailing

Detailing is common on buildings across the conservation area. In the historic core, many properties are designed in the classical style, with appropriate details such as decorative pilasters, hood moulding and dentil courses. These features greatly contribute to the character of the conservation area and new development should use appropriate designs in order to be sympathetic to the existing form.

In the western residential areas, terracotta and brick detailing is common, particularly in the form of decorative dentil courses and string courses, often using egg-and-dart or bead-and-reel motifs. Some simple geometric patterns are also used. Those properties which have dentil or string courses often also have decorative elements such as modillions on the chimney stacks.

9.5 Windows

Traditional windows should be retained, maintained and repaired as far as possible. Many windows in the historic core have decorative hood moulds, often with embossed keystones. Terraced properties in the western residential areas often have modest detailing around the window reveals, with larger,
detached properties also having highly decorative hood moulds.

If replacement is necessary, they should be:

- sensitive to the original style;
- generally, either timber or metal double casement;
- if painted, should be either white or where possible a relevant sensitive colour based on the originals;
- original stone lintels should be retained and every care taken not to damage them if the windows are being replaced; and,
- uPVC is generally not an acceptable replacement material.

9.6 Doors and Porches

Traditional doors within the conservation area are all of timber, and usually a vernacular plank form.

Many doors across the conservation area have classically detailed entablatures and moulding, including some in pediment form in the western residential areas. More modest properties often have simple rectangular entablature or no detailing at all.

There will be a presumption against uPVC as a material for doors.

Certain properties in the western residential areas have simple porches, more akin to an entrance lobby. Detailing is usually reserved for doors or low-reveal entablature.

Porches should not detract from or overwhelm the visual amenity of the relevant building elevation, and be appropriately proportioned and scaled.

Geometric and encaustic tiled entranceways are a feature of the western residential areas, which should be retained and enhanced.

9.7 Roofing

Traditional roofing materials such as tile and thatch should be retained wherever possible.

Slate and tile is common in the conservation area, and asbestos tile should not be used in new development.

Thatch has not survived in the conservation area, but as a general rule the replacement of thatch for tile is generally not acceptable.

9.8 Setting

There will be a presumption against developments which negatively affect the setting of a conservation area, particularly if they affect views into, out of and through the conservation area.

Tree replacement schemes should be put in place where felling occurs which would damage the character or setting of the conservation area.

9.9 Public Realm

The public realm should enhance the character of the conservation area. Surface materials should, where possible, be sympathetic to the surrounding built form, and historic materials should be retained or reinstated in all possible cases. Signage and street furniture should not detract from the visual amenity of the street scape; their design should be sympathetic and number kept to a minimum in order to avoid clutter.

Satellite dishes should not be placed on the principle elevations of buildings, as they serve to detract from the visual amenity of the conservation area. Furthermore, external wiring should not be taken across the frontage of a building; or, where unavoidable, should be consolidated and kept tidy so as not to affect the visual amenity of the building or street scape.

New development should seek to ensure that measures are taken so that large waste bins are not visible to the street, including backland.
9.10 Shopfronts

Traditional shopfronts greatly contribute to the character of the conservation area. Design alterations to existing shopfronts and designs for new shopfronts should have regard to the Daventry Shopfronts Design Supplementary Planning Guidance, in order to maintain quality design.

As noted in the appraisal, historic features such as window mullions, stall risers, timber fasciae and sills are all integral to the character of the shopfront. Shopfronts should also adhere to the burgage plot designs, especially if spanning two properties.

9.10.1 Shopfront elements glossary:

**Cornice:** The top section of the fascia which marks a division between the shop and the floor above. It may be decorated or plain. Usually constructed of timber or of local stone, it may have a protective layer of lead to combat the weather.

**Fascia:** The horizontal board below the cornice on which lettering is placed to signify the business.

**Console bracket:** Decorative elements used to determine the termination of one shop and the beginning of another. Usually these follow Classical styling.

**Fanlight:** A glazed element above a door, usually square or rectangular. Glazing can be plain or decorative. Some open inwards to allow ventilation.

**Pilaster:** An applied decorative element in the form of a flat column, with base which projects from the wall but is not structural. Often decorated with fluting, and can be made of timber, stone or cast iron.

**Plinth:** The base of a pilaster.

**Lobby:** The small recessed entryway leading into a shop. Often incorporating decorative floor tiles, either encaustic or mosaic.

**Stallriser:** The vertical area between the sill and the ground. Either decorative or plain and can be built of timber, stone or brick and may have applied decorative tilework.
10 Summary

10.1 Significance
The main points of significance of the special architectural and historic interest of the Daventry Town Centre Conservation Area is summarised below.

- Its continued history as a market town;
- The clear retention of the burgage plot formations throughout the medieval core of the village;
- The survival of several medieval buildings, including No.3, High Street;
- The architectural quality of the Georgian and Victorian buildings in the historic core, particularly that of banking houses, public houses and large coaching inns, and the later suburban twentieth century development on Badby Road;
- The quality of landscaping, and the contribution of mature trees and open green spaces at the churchyard and the Rec;
- The use of local ironstone and limestone, and polychromatic brick in building;
- The contribution of traditional shopfront design to the conservation area;
- Sinuous short views through the historic core, and excellent wider views to the surrounding landscape setting, particularly towards Borough Hill.

10.2 Areas of Enhancement
Over time, conservation areas undergo piecemeal change which can have a negative effect on its character.

Part of DDCs statutory duty set out in the Planning (Listed Buildings and Conservation Areas) Act 1990, is to formulate recommendations for the conservation area's enhancement. The following areas have been recognised as areas which would benefit from enhancement schemes.

These areas are referenced on the Boundary map at Section 10.6, with the corresponding letters.

Sheaf Street/ Foundry Walk (A)
Schemes to better enhance and interpret the significance of the Wheatsheaf Hotel and its environs would be beneficial to Sheaf Street and the wider conservation area. The visual appearance of the historic hotel, which is grade II* listed, adversely affects the amenity of the conservation area. The area to the front of Aldi supermarket currently detracts from the setting of the surrounding listed buildings; the possible development of this area to better reveal the interest and significance of these buildings should be explored in the future.

Foundry Walk was constructed in the late 1980s as a small commercial shopping precinct, a use which it continues to perform.

Nos. 1-7, Foundry Walk and the Post Office Building do not currently contribute to the architectural or historic interest of the town centre conservation area, owing largely to their design. The nearby Aldi supermarket building holds little architectural or historic merit, but lies on the site of Daventry's nineteenth century cattle market. It has been included in the designation because of the site's historic association with the local district's agricultural trade and because of the scope which the site currently offers for enhancement.
The Coach and Horses Inn site is currently vacant, but has potential for future appropriate usage, which should aim to enhance the asset and its setting within the conservation area. Enhancement schemes for Warwick Street could focus on the following:

- the consolidation of street furniture, particularly with reference to its coherent design throughout the conservation area;
- seeking to provide well designed, appropriate development on the Waterloo gap site and vacant Coach and Horses Inn;
- Sensitive landscaping or tree planting to provide visual distinction between the main road and the town’s conservation area.

**Tavern Lane/ St James Street/ Warwick Street (B)**

The current character of the junction at St James Street and Tavern Lane is such that it detracts from the architectural and historic interest of the conservation area. This is a particularly sensitive gateway site to the conservation area; obtrusive hoardings, including various signage, railings and road markings clutter the space. Consolidation in line with Historic England’s *Streets for All: East Midlands* manual would benefit the visual amenity of the conservation area and the wider town. This could include the following:

- Identify and remove superfluous or redundant items and road markings;
- Locating signs, traffic signals and lighting onto existing street furniture and buildings;
- Co-ordinate style, colour and siting of street furniture throughout the conservation area;
- Streamline road markings where possible.

Warwick Street currently presents an untidy gateway to the conservation area. The combination of vacant plots, gap sites, unsightly street furniture and inappropriate development serves to reduce the special architectural and historic interest of the street.
High Street

Many properties along High Street have retained original features such as fenestration, some of which have fallen into a state of disrepair and detract from the amenity of the conservation area. Cables and wires which stretch across the principle elevations of buildings serve to diminish the quality of the special interest and should be avoided and moved wherever possible.

Exercises should be explored which would maintain historic features in line with their significance, including Section 215 notices.

Shopfronts

Many shopfronts across the conservation area have been subject to inappropriate development, including the removal of traditional features and their replacement with modern fascia boards and windows. Traditional shopfronts make a great contribution to the character of the conservation area, and those which have undergone unsympathetic alteration would benefit from having traditional features reinstated. This should be done in line with the burgage formation guidance in Section 9, and the Daventry Shopfronts Design Supplementary Planning Guidance.
10.3 Article 4 Directions

Under the provisions of the Town and Country Planning (General Permitted Development) (England) Order 2015, minor development can normally be carried out without planning permission. A Direction made under Article 4 of this order allows local planning authorities to limit “permitted development rights”, in order to safeguard the area.

Particular aspects of this Direction afford protection from incremental change to the historic environment, for instance, the alteration or replacement of windows and doors, extensions or other material changes which would affect the external facade (it's been facade rather than façade so far) of the property and in turn affect its character or the character of the streetscape.

The following Article 4 Directions are to be explored in order to maintain the special character of the Daventry Town Centre conservation area, with locations and development rights to be removed specified.

Removal of permitted development rights under Article 4 of the General Permitted Development Order 2015, with respect to:

- Windows
- Doors
- Exterior painting
- Construction of porches
- Construction and demolition of porches
- Construction and demolition of walls, gates, and fences.

10.4 Local List

The Local List enables Daventry District Council and communities to identify and celebrate historic buildings, archaeological sites and designed landscapes which enhance and enliven their local area. It also provides a level of non-statutory protection within the planning process. Local Listing does not create further controls in regards to planning permissions, but provides weight in decisions should the asset in question be at risk.

The following heritage assets in Daventry have been recognised as meriting further protection, and are included within the Local List:

**Badby Road**
- No.1
- No.34
- No. 37
- No.39
- No.41

**High Street**
- No.17
- Lloyds Bank, 18
- No.s 48 and 50
- Nos 53 and 55
- No 84

**Kingsley Avenue**
- Bellmont, No. 26.
<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
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<tbody>
<tr>
<td>London Road</td>
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<td></td>
<td>The Presbytery, No. 32</td>
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<td></td>
<td>No.43</td>
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<td>No.45</td>
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<td>North Street</td>
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<td>Beehive House</td>
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<td>St James Street</td>
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<td>The George Inn,</td>
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<td></td>
<td>No.41</td>
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<tr>
<td>Warwick Street</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Coach and Horses Pub</td>
</tr>
</tbody>
</table>
Figure 35 Map showing 2017 conservation area with listed buildings, Local List buildings and Positive Buildings.
11 Management Plan

The Conservation Area Appraisal is used to determine planning decisions, inform matters of enhancement, and during appeal processes.

The following Management Plan sets out potential threats to the character of the conservation area and how these threats might be mitigated through appropriate policy recommendations. Below are detailed the planning controls which come into force as the result of conservation area designation, and help to preserve and enhance their special historic and architectural interest.

11.1 Planning Controls

Within a conservation area, permission is needed to:

- Demolish a building with a volume of more than 115 cubic metres. There are a few exceptions. Further information can be obtained from Daventry District Council.
- To demolish a gate, fence, wall or railing over 1 metre high next to a highway (including a public footpath or bridleway) or public open space; or over 2 metres high elsewhere
- To carry out works to trees which have a trunk diameter of 75mm or over at 1.5 metres above ground level. This includes felling, pruning, topping and lopping.

Permitted development rights are removed with respect to the following, where permission must be sought (this is not an exhaustive list):

- Cladding the exterior of a building with render, stone, timber, tiles or plastic, etc;
- Side extensions;
- Rear extensions of more than one storey;
- Installation of satellite dishes and radio antennae which are visible from a relevant highway.

It is advised that guidance should be sought from Daventry District Council before the undertaking of any works if you suspect they might require planning permission. The unlawful undertaking of any works within a conservation area is a criminal offence and could lead to enforcement action being taken.

Up to date advice on planning matters can be found on the Government Planning Portal website www.planningportal.co.uk.

11.2 Threats and Recommendations

The following section details threats to the conservation area and policies recommending appropriate action. Responsibility for relevant action with regards to the recommendation may rest with a number of stakeholders, including the County, District, Parish and Town Councils as well as private owners and developers.

**Threat 1: Development pressure**

The Daventry Town Centre conservation area is subject to pressure from development occurring on the fringes of the town, as well as potentially inappropriate or detrimental infill.

**Recommendation 1:**

Applicants and planners should have regard to the elements of significance highlighted in the appraisal, particularly the Historical Development, Architectural Analysis and Spatial Analysis (Sections 6, 7 and 8). Development proposals should be sympathetic to the existing historic environment, preserving and enhancing where appropriate.

**Threat 2: Loss of original architectural features**

Many non-designated properties within the conservation area have lost original features such as traditional timber fenestration and doors, roofing materials and other detailing. This is detrimental to the character of the conservation area.
Recommendation 2:

Development proposals should have regard to the design principles set out in Section 9.5 of this document in order to preserve the architectural interest of the conservation area. Daventry District Council is considering the introduction of Article 4 Directions to certain properties which have retained features of architectural interest.

Works to listed buildings will require consent in most cases.

Threat 3: Impact on trees

There is a high number of TPOs within the conservation area, and on its fringes. Numerous trees which are not protected by TPO contribute directly to the special historic interest of the Daventry Town Centre conservation area. There are also significant trees which are not currently given protection under conservation area designation. Owing to the topography of the town, trees play an important role in enhancing both wide and short views. Other tree belts and individual mature trees contribute to the setting of the built environment and the surrounding landscape.

Recommendation 3:

Under Section 211 of the Town and Country Planning Act 1990 permissions are required to carry out works to trees over a certain size within a conservation area. This includes topping, lopping, pruning and felling.

Development proposals should have regard for the contribution of trees throughout the conservation area as well as their effect on its setting. The Appraisal has identified individual trees and tree belts which are significant to the character of the conservation area in Section 7.

Threat 4: Impact on archaeology

Daventry has been inhabited for many centuries and it is recognised that buried evidence for past occupation may survive within the modern settlement. Two highly significant Scheduled Ancient Monuments lie within the setting of the town centre. Development proposals have the potential to have a detrimental impact on these remains.

Recommendation 4:

Development which involves below ground excavation should have regard to the potential for remains of archaeological interest. Professional advice should be sought and appropriate assessment undertaken.

Threat 5: Highways

Controls over highways are not within the remit of Daventry District Council. It is recognised that highways and the public realm directly contribute to the character of conservation areas, however there is little which can be achieved by the District Council in the short term. DDC can make recommendations to Northamptonshire County Council, which is responsible for the majority of highways matters. There are also strict regulations surrounding the safety of the public realm, to which the councils must adhere.

Daventry town centre experiences moderate levels of traffic, and has several car parks, as well as some allocated on street parking along. The character of the town centre is essentially urban, however, it is recognised that increased levels of traffic could have detrimental effects on internal character and setting of the conservation area.

Areas of historic paving material or sympathetic surfaces are vulnerable to damage or removal during utilities work.
Recommendation 5:
Development proposals should have regard to the impact of traffic levels on the historic environment. Where possible, historic paving materials and surfaces should be retained after any works to the highways. Where possible, Daventry District Council will seek to ensure that the public realm does not detract from the character of the conservation area.

Threat 6: Public Realm
The condition of the public realm has great effect on the quality of a conservation area, and should be maintained to a high standard by all stakeholders. Street furniture within the Daventry Town Centre conservation area is generally sympathetically styled and painted in coherent colours; this enhances the conservation area. Several locations have been noted within the appraisal where street furniture of varying types clutters the street space and detracts from the character of the current conservation area. Areas to the rear of properties are often visible within the conservation area, where the presence of rubbish bins may detract from the character of the area.

Recommendation 6:
Where possible street furniture within the conservation area should be consolidated and kept to a minimum in order to prevent cluttering the street space. Provision should be made for the storage of large rubbish bins in order not to detract from the character of the conservation area.

Threat 7: Areas which would benefit from enhancement
The quality of a conservation area can be eroded over time through piecemeal inappropriate development, poor design within the public realm and lack of maintenance. Several areas have been identified within the document at Section 9.7 which would benefit from schemes to enhance the quality of the conservation area. Areas particularly at risk are those on the fringes of the conservation area, such as at Warwick Street, Charles Terrace and Lodge Road.

Throughout the conservation area, quality is also being eroded through lack of maintenance and the incremental loss of traditional features.

Recommendation 7:
Consideration should be given to acquiring funding to put enhancement schemes in place which would secure the quality and significance of the areas highlighted. Individual buildings may also be merit worthy to repair or reinstate traditional features such as fenestration.
Appendix A: Drayton Hamlet

As part of this appraisal, the area of study extended to include the former hamlet of Drayton, now separated from Daventry town centre by large scale twentieth-century development. Drayton does not currently have a conservation area, but has several listed properties. As a result of this review it has become apparent that the character of Drayton has been much altered by the modern development which has occurred and the decision was made not to designate a conservation area at this time. The seven listed buildings comprise the main grouping of properties with historic and architectural interest, which are given protection under the planning system which also extends to their curtilage and setting. Other historic buildings have unfortunately been greatly altered, so little character remains. The following brief appraisal details the special characteristics which survive, in order to provide information on the features which should be preserved and enhanced.

Drayton lies approximately 1/2 mile west of Daventry town centre and is contained within the civil parish of Daventry. Historically a hamlet associated with the nearby town, it is now entirely enclosed by postwar residential estates which have dramatically altered its setting and character (Fig. 30).

The name “Drayton” denotes possible pre-medieval origins, although no buildings survive which predate the sixteenth century. It is unclear as to whether the Drayton settlement predates Daventry or if it grew as a result of Daventry’s development.

According to the Northamptonshire HER as yet there have been no pre-medieval finds within the hamlet; however, Lewis’ 1848 work A Topographical Dictionary of England, states that a Roman pavement was discovered there in 1736, and its proximity to Borough Hill creates the possibility for as yet undiscovered evidence of earlier occupation. The hamlet was enclosed in 1753.

Figure 36 Drayton hamlet as in 1883. © Crown copyright and database rights 2017 Ordnance Survey 100023735.
Drayton’s road pattern is almost identical to that of Daventry, adhering to the typical early medieval plan, focussed on a central open area, possibly used as communal grazing land. The road name Orchard Street also suggests the later use of this land for fruit harvesting.

The Manor House (grade II) dates from at least the early seventeenth century as does The Orchards, a detached house (grade II).

The historic style is typically rural vernacular, with square coursed ironstone common throughout. There are some later brick buildings, including No.2 School Street, added onto an earlier stone dwelling in the Edwardian period. The most prominent example is the nineteenth century infant school building (grade II), built in the high Victorian Gothic style, with decorative arched windows and stone mullions. The school is an indication of Drayton’s previous separation from Daventry.

The majority of non-designated heritage assets have been subject to the loss of original features, most notably fenestration and doors. Side-hung, wooden or metal casement windows are traditionally appropriate, usually painted white. uPVC is not usually an acceptable replacement. Exposed wooden window lintels are also a local feature, again, usually painted white or left bare. These greatly contribute to the character of the area. There has also been widespread loss of original roofing materials, mostly now replaced with asbestos tile. Traditional slate exists on some listed properties, as at No.1 School Street.

Instances of white render occur on both stone and brick buildings, but are not a highly common feature.

Views through the hamlet are focused by the strong building line of the historic properties which sit close to the highway. Views out of the area are
limited by surrounding modern housing; however, there still exists a green view to the north-west overlooking the allotments gardens. The small green adjacent to The Orchards and mature planting throughout contribute to the character and setting of the hamlet, and goes some way to maintaining the secluded settlement atmosphere. The tree on the green is protected by a TPO.

There is limited street furniture, including modern style lampposts and telegraph poles.

Stone walling is not common, but significant examples exist in boundary walling for The Orchards and the Manor House.

Listed buildings (all grade II):

- The Manor House
- Manor Cottage
- Manor Farmhouse
- 1-9, School Street
- 11, School Street
- The Old School
- The Orchards

It has been concluded that whilst Drayton has intrinsic historic interest, it does not merit designation as a conservation area at this time. The basic plan form and several historic buildings survive, but the setting and character of the settlement have been dramatically altered by the surrounding twentieth century development. The majority of buildings of special interest are listed, although the remaining street pattern and form is of historic interest also, and should be maintained and enhanced if possible.
Sources

This document was produced with reference to:

British Strategic Stone Study


Northamptonshire Green Infrastructure Suite.

Northamptonshire Record Office.

Northamptonshire Historic Environment Record.


Victoria County History (1906) A History of the County of Northampton: Volume 2, Victoria County History: London.

Internet Sources

www.british-history.ac.uk
www.daventrycanal.org.uk
www.daventrydc.gov.uk
www.heritagegateway.org.uk
www.historicengland.org.uk

Further Information

Information regarding conservation areas can be found on our website at: www.daventrydc.gov.uk/ConservationAreas.

Information regarding local history can be found at the Northamptonshire Record Office or Northamptonshire Libraries.

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