

Daventry Town Centre Masterplan

The masterplan is developed on the principles established in the **Daventry Vision 2035** which was adopted in 2021. It identifies a range of **key development opportunities** and **public realm improvements** within primary focus areas of the town centre. These will act as a catalyst for **economic growth**, whilst also helping to **improve the quality of life** for the residents of Daventry. The key outputs of the masterplan are:

Public Realm Framework Please see boards 5 - 10 and 13

The public realm interventions focus on improving linkages and connectivity within the town centre. Green and Blue infrastructure have been carefully considered in public spaces to improve biodiversity and enhance local ecology. Key focus areas are:

- **Market Place**
- **Mulberry Square**
- **High Street**
- **Sheaf Street**
- **The New Street Recreational Ground**

New Homes closer to the Town Centre Please see boards 12 and 13

Two development sites are located along the northern fringe of the town centre. These will be developed to provide a wide range of homes for town centre living and to support the housing needs of the town's varied demographic. The two sites are:

- **Eastern Way**
- **Ashby Road**



Mixed Uses and a better Retail Offer Please see boards 11 and 13

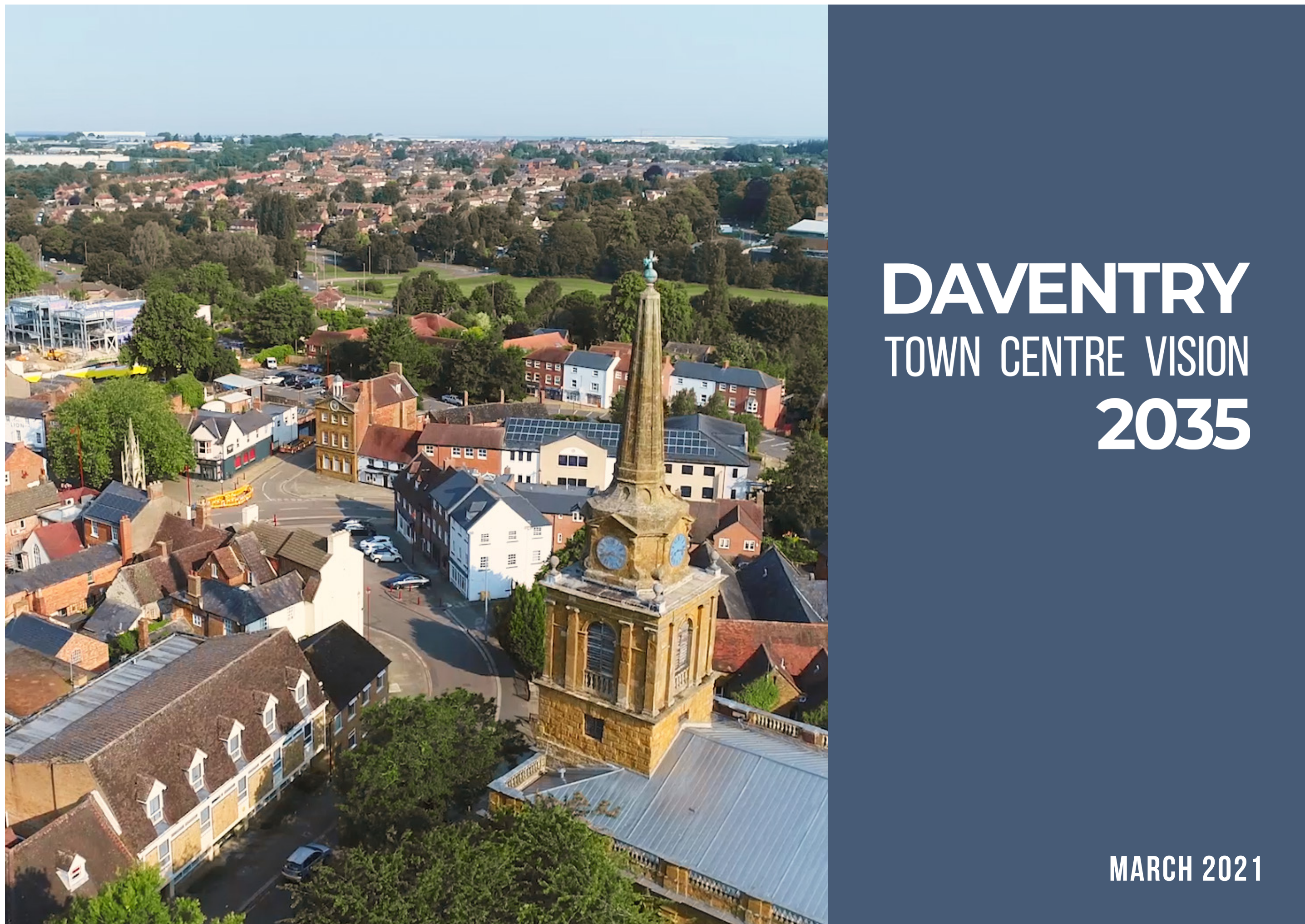
Intervention sites can be developed to improve connections between key destinations of the town centre, to also improve footfall and therefore trade and retail offer. Parking areas have largely been retained within the centre but some parking courts will need to be consolidated to allow for development opportunities to come forward. Key areas are:

- **Market Place**
- **Mulberry Square**
- **Foundry Place Upgrade**
- **High Street Fringe Sites**
- **Magistrates Court, Police Station and Mobility Centre Sites**

- Town Centre Study Area Boundary
- Primary Road Network
- Primary Pedestrian Routes
- Ashby Road
- Eastern Way
- Primary Public Open Space

Daventry Vision 2035 Summary

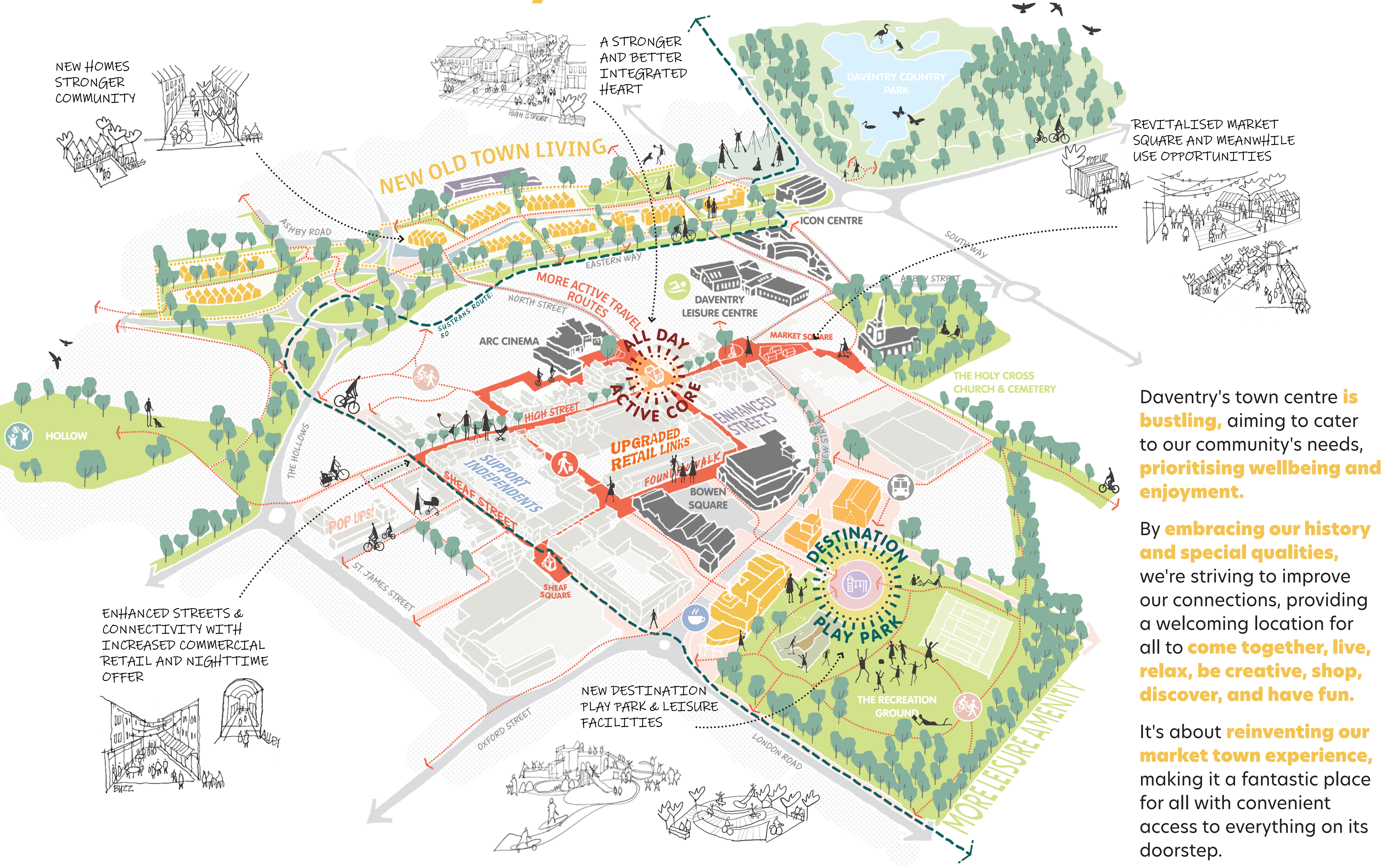
The **Daventry Town Centre Masterplan** builds on the work of the **Daventry Town Centre Vision 2035** undertaken in 2020/21 with the local community. It develops the aspirations expressed into a framework that allows for business cases to be developed for funding in order to deliver the vision.



In **November 2023** there was a follow up visioning workshop with some members of the retail forum and councillors. The **word cloud** below shows the key priorities and aspirations which came out of the discussions.



Vision for Daventry Town Centre



NEW HOMES STRONGER COMMUNITY

A STRONGER AND BETTER INTEGRATED HEART

REVITALISED MARKET SQUARE AND MEANWHILE USE OPPORTUNITIES

Daventry's town centre **is bustling**, aiming to cater to our community's needs, **prioritising wellbeing and enjoyment**.

By **embracing our history and special qualities**, we're striving to improve our connections, providing a welcoming location for all to **come together, live, relax, be creative, shop, discover, and have fun**.

It's about **reinventing our market town experience**, making it a fantastic place for all with convenient access to everything on its doorstep.

ENHANCED STREETS & CONNECTIVITY WITH INCREASED COMMERCIAL RETAIL AND NIGHTTIME OFFER

NEW DESTINATION PLAY PARK & LEISURE FACILITIES

MORE LEISURE AMENITY

Vision Objectives



Objective 1



Improve Our Connections

- It's about connections. Making connections easier and safer. Clear gateways and new squares.
- Linkages to, through and around the Town Centre by car, bus, on foot and cycle
- Give reasons to meet; new identities for the core areas of our Town Centre.



Objective 2



Deliver a Thriving and Diverse Leisure Economy

- The power of play for all age groups. Exciting places, safer spaces.
- Embracing opportunities for leisure and dwell time for all.
- Build on existing night time economy for food and beverage offer.



Objective 3

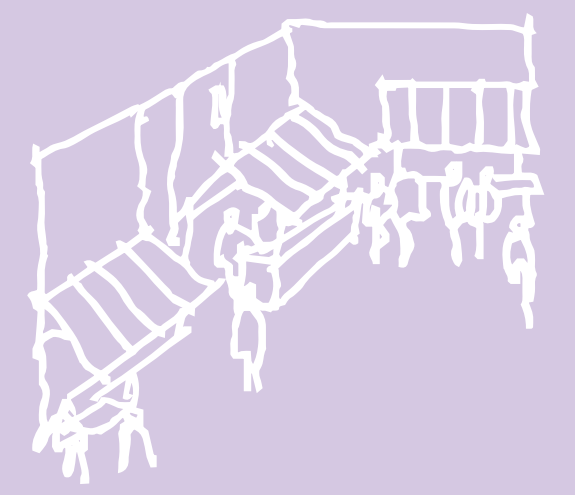


New Old Town Living

- New homes closer to town to meet the needs of all generations.
- Greater choice and variety of homes to suit a range of local needs
- Sustainable new neighbourhoods within easy walking and cycling distance of the Town Centre.

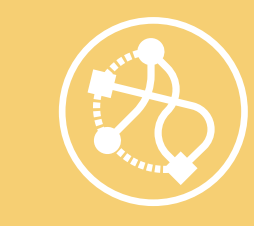


Objective 4



Boost Our Retail Offering

- Cultivate our growing independent businesses in an environment they can thrive.
- Upgrade our retail spaces and occupiers to better serve demand and support the local economy.



Objective 5



Enhance Our Public Realm

- Urban greening of streets and spaces, to encourage social interaction.
- Hierarchy of streets and squares, with better seating, lighting and activity.
- Upgrading the quality of the public realm through paving and a dedicated community space.



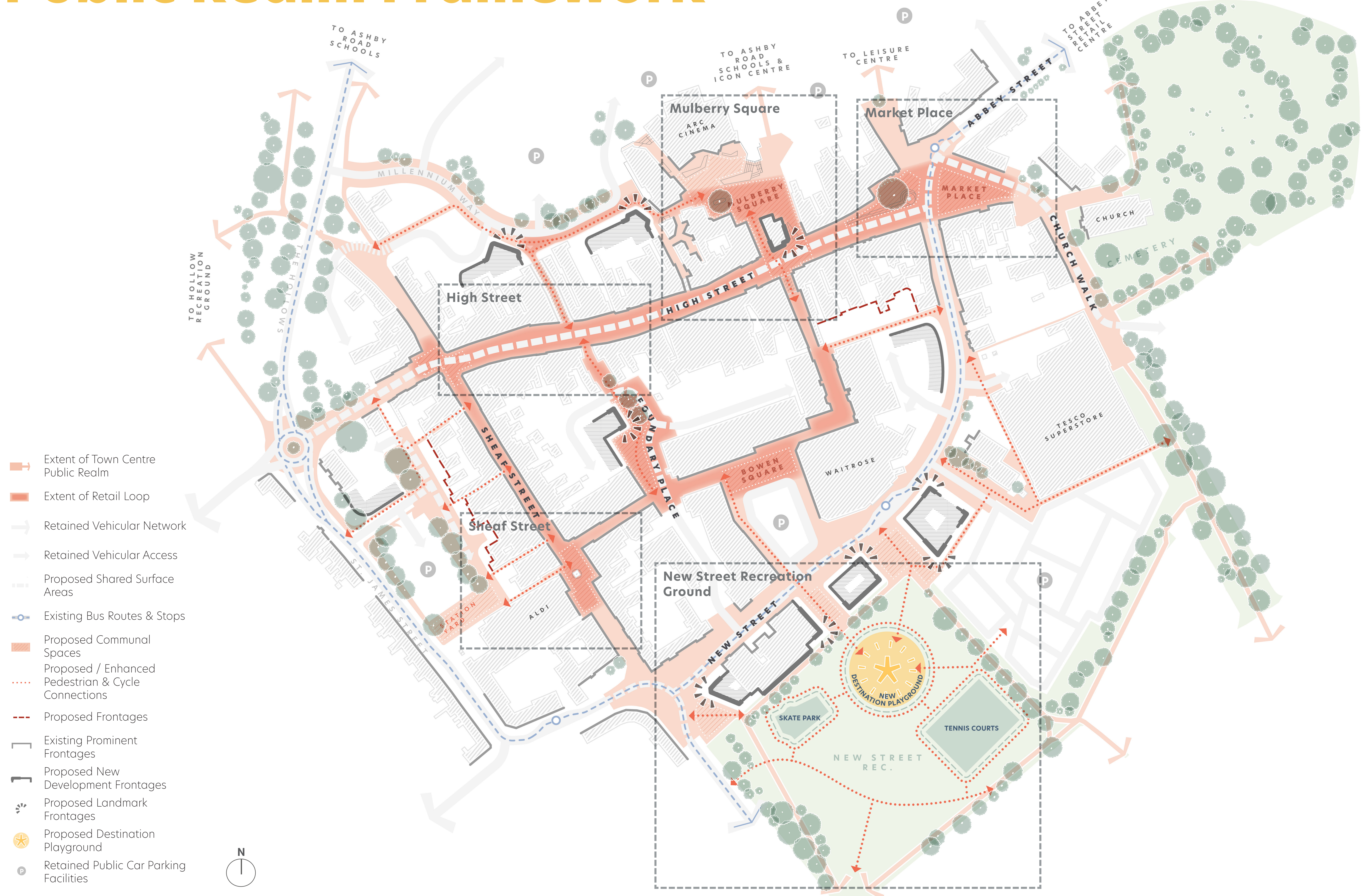
Objective 6



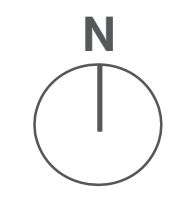
Celebrate Our Cultures and Enterprise

- Diversify the Town Centre functions to deliver a greater mix of cultural, arts and enterprise.
- Radiate the influence of key assets, such as the cinema.

Public Realm Framework



- Extent of Town Centre Public Realm
- Extent of Retail Loop
- Retained Vehicular Network
- Retained Vehicular Access
- Proposed Shared Surface Areas
- Existing Bus Routes & Stops
- Proposed Communal Spaces
- Proposed / Enhanced Pedestrian & Cycle Connections
- Proposed Frontages
- Existing Prominent Frontages
- Proposed New Development Frontages
- Proposed Landmark Frontages
- Proposed Destination Playground
- Retained Public Car Parking Facilities



Market Place

Key Issues



- Parking dominated
- Poor access
- Low quality public realm
- Lack of activities
- Lack of greenery

Proposed Space

This will be a flexible events space and can also be used as a market space. The central road running through the square will move to the north and tree planting and planter beds with raingardens will separate vehicular movement from any activity space.



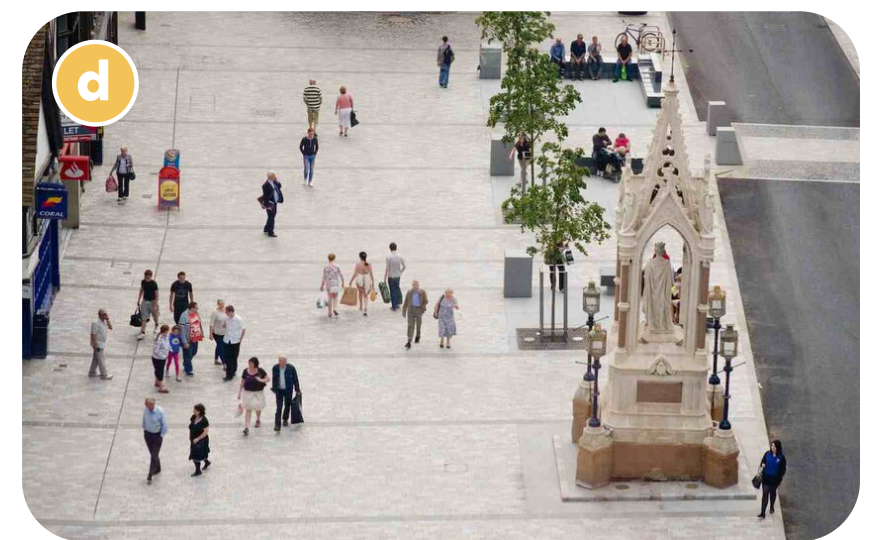
Flexible activity space for events and temporary market space



Shared surface streets and spaces to encourage easy pedestrian activity



Planter beds and tree planting with seating



Remove clutter and celebrate historic monuments in improved public space

Artistic impression of Market Place

Mulberry Square

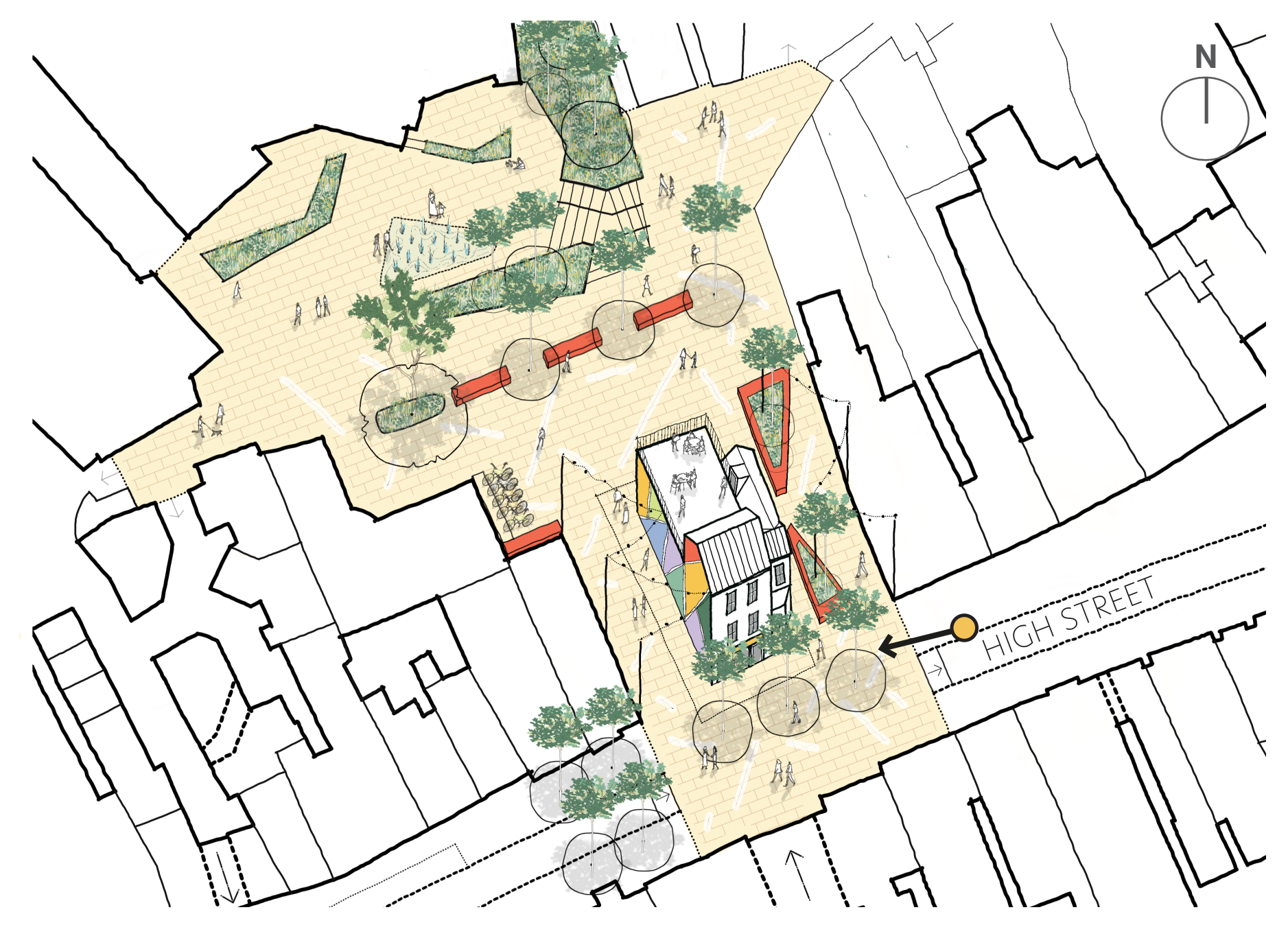
Key Issues



- Poor access
- Low quality public realm
- Lack of greenery and trees
- Inadequate lighting

Proposed Space

A multi-functional space for events and activities, this space will open up to the High Street with an enhanced building sitting at its centre. The space will create better connections between the Arc cinema and improved shops and areas of the High Street.



Artistic impression of Mulberry Square



Multi-functional square for events and functions.



Use of public art and wall murals around retained flank and rear walls.



Connecting spaces visually through public realm.



Shared surface with integrated lighting to encourage people flows.

High Street

Key Issues



- Parking dominated
- Lack of cycle infrastructure
- No spill out spaces
- Lack of greenery

Proposed Space

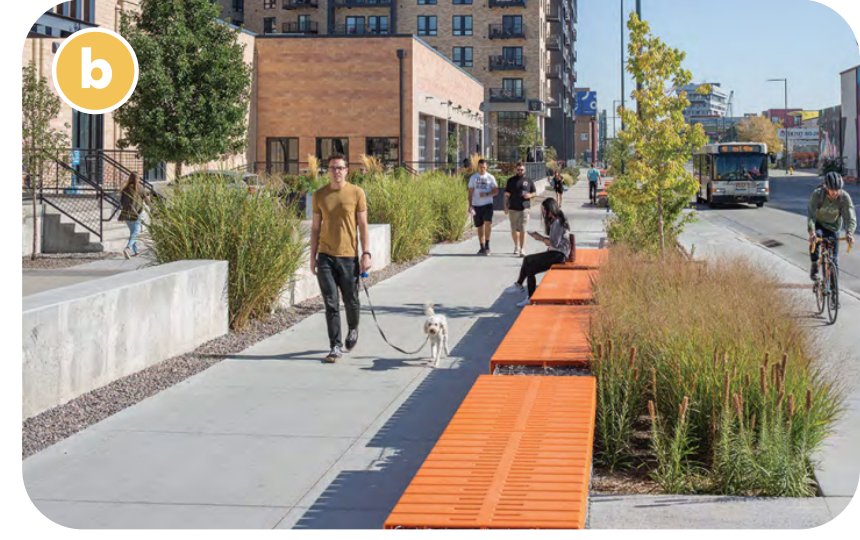
The High Street will be a one-way shared surface street accommodating spill out spaces, also encouraging easier people flows along this shopping route. Urban greening will be introduced including tree planting, swales and rain gardens with seating and play.



Artistic impression of the High Street



Shared surface street to encourage easier people and cyclist flows.



Integrated seating alongside low level planters.



Natural play areas within wide green low level planted areas.



Spill out zones in key locations to support local cafes and restaurants.

Sheaf Street

Key Issues



- Low quality public realm
- Clutter
- Inadequate lighting
- Lack of cycle infrastructure

Proposed Space

Sheaf Street will be enhanced with better lighting, seating and public art. Foundry Walk - where Sheaf Street connects to Foundry Place and Bowen Square, will also be enhanced with better lighting and greening - using the roof structure as a trellis.



Artistic impression of Sheaf Street



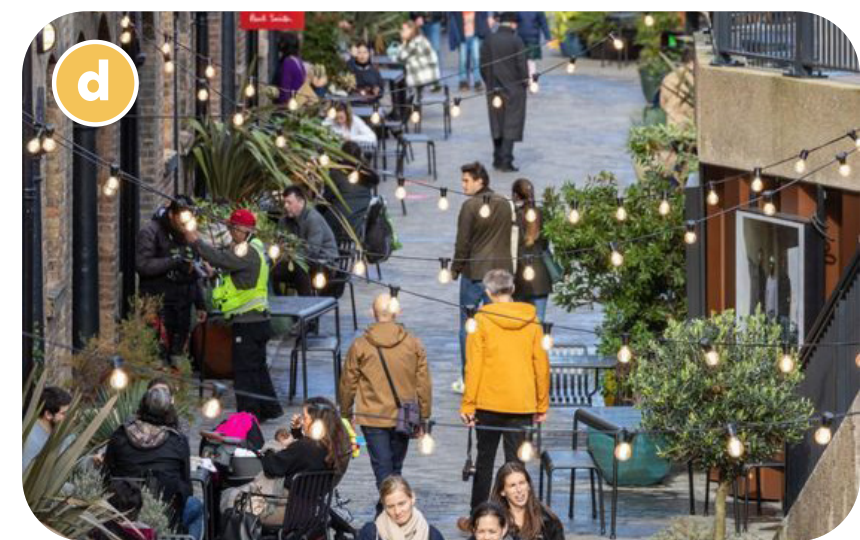
Animated frontages along Sheaf Street.



Flank walls acting as blank canvas walls, to draw people to destinations.



Spill out spaces to accommodate seating and activities.



Better lighting and opportunities for greening at strategic locations.

New Street Recreation Ground

Key Issues



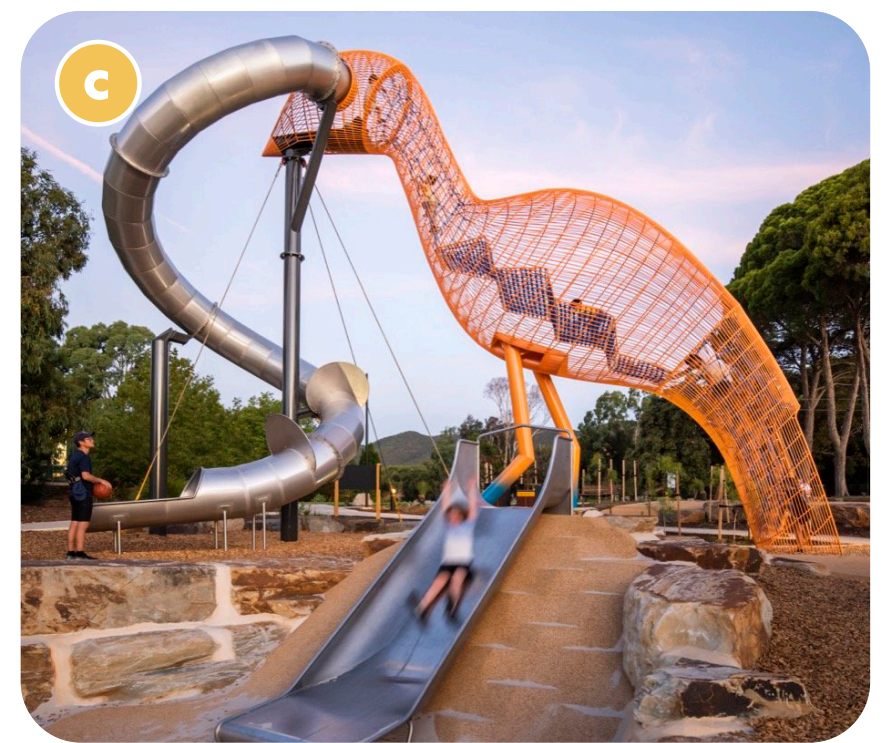
- Poor access
- Lack of wayfinding
- Lack of activities
- Not well overlooked

Proposed Space

This will be a destination play park catering for all age groups with play, sports, cafe and recreational functions. Entry points will be improved for easier access. New active uses will open onto this space to create natural surveillance.



Park cafe with animated facade and spill out zone to enhance and activate the New Street Recreation Ground parks entrance.



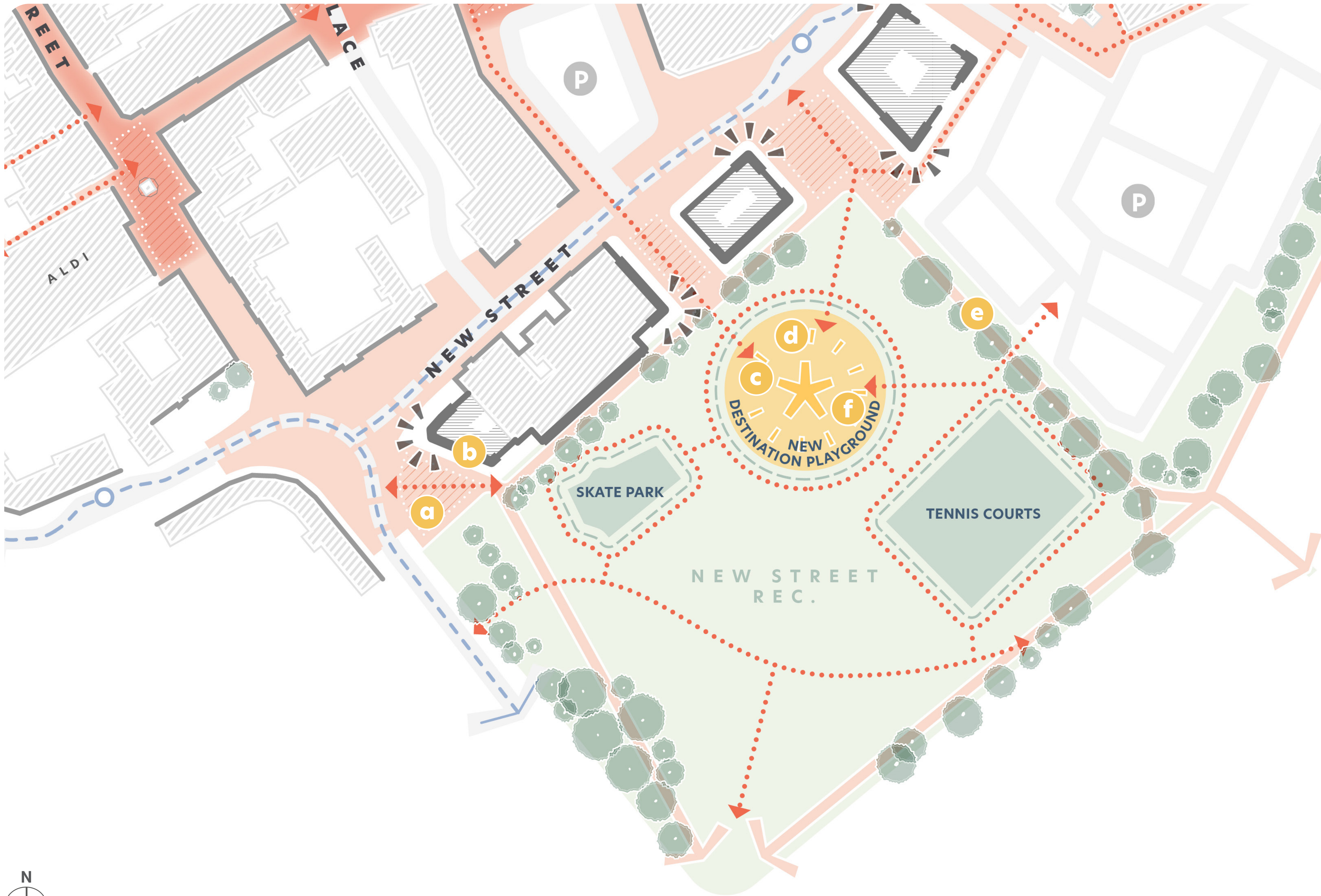
New destination play park, arts features to animate and draw crowds to the New Street Recreation Ground park.



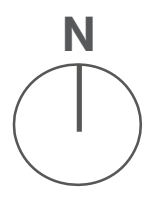
Retained trees to edge of park as an enhanced route linking to areas south of the town centre.



Water features to cater for all age groups.



Illustrative Plan of New Street Recreation Ground



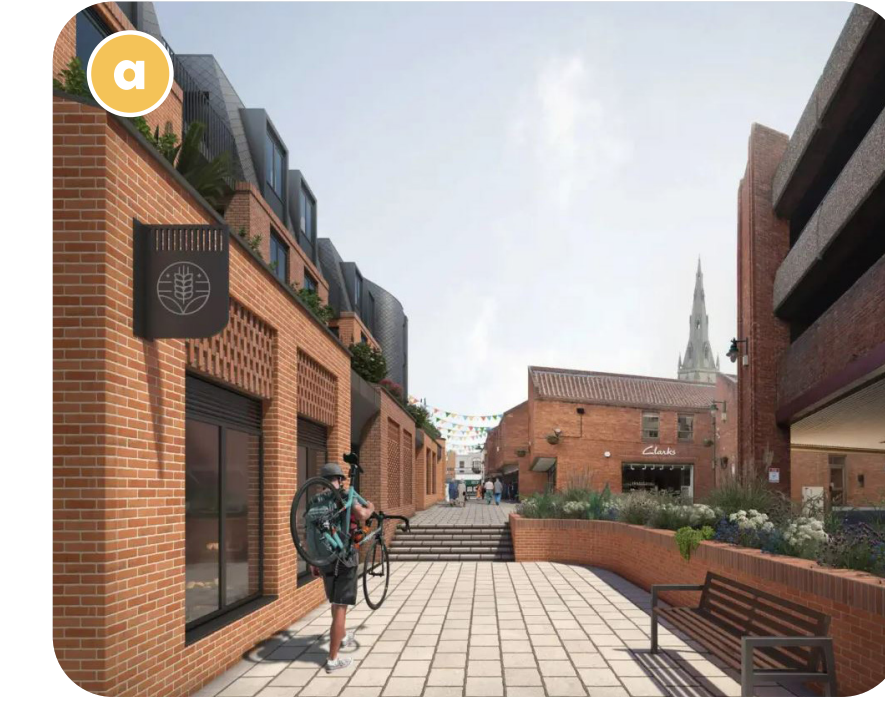
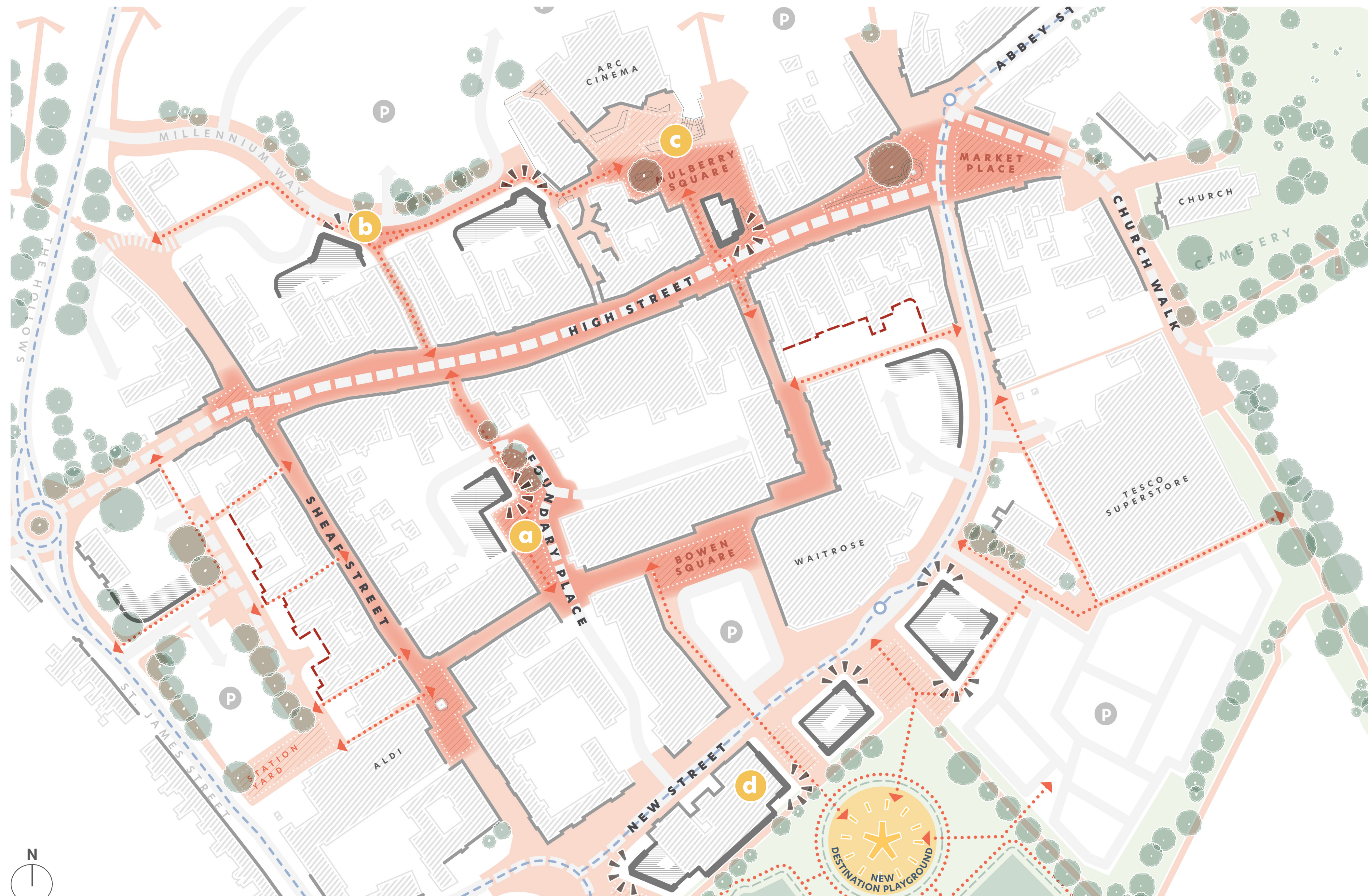
Improving the Retail Offer

Key Issues

- Lack of units suitable for modern retail requirements, for which there is demand
- Underutilised town centre core, footfall patterns on periphery
- Limited evening offer in the town centre

Proposed Space

A number of sites have been identified where there is scope to explore opportunities to provide modern retail units to serve occupier demand from a broader range of national occupiers. These sites will form a new town centre axis, driving footfall through the town centre core and between key assets. Repurposing these sites will better provide identity to different retail and leisure areas, supporting and diversifying the retail offer.



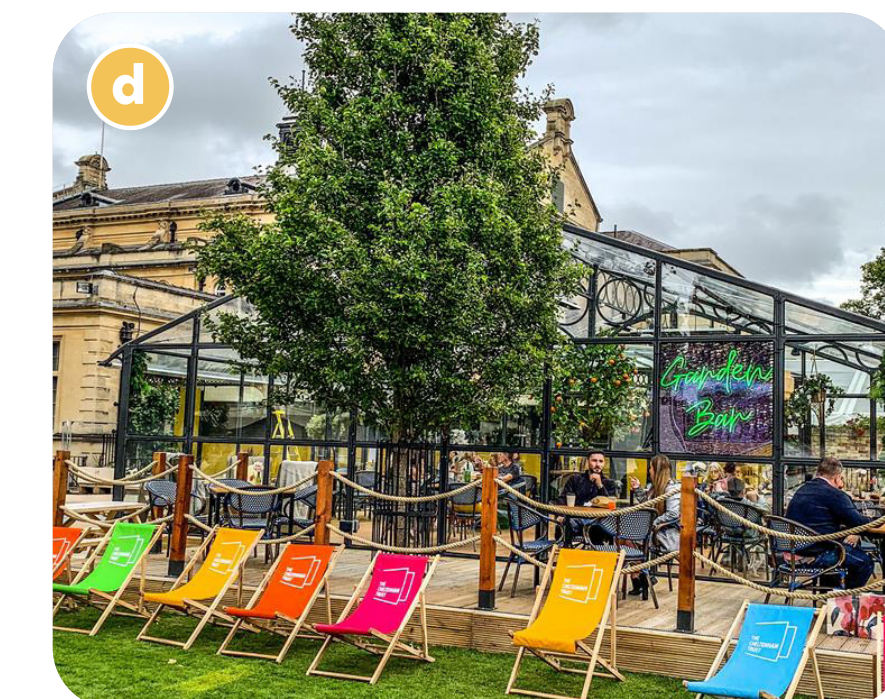
Foundry Place upgrade - Redevelopment to deliver retail parade of 5,000 sq ft modern units. With effective shielding of surfacing areas and a more active walk through from High Street to Bowen Square.



High Street fringe sites - Opportunity site for additional leisure/retail units of 5,000 - 10,000 sq ft. Direct linkage through to High Street and Foundry Place.



Mulberry Square - Central axis point as new square to support wider retail offering. Encourage greater evening/leisure offer in this area.

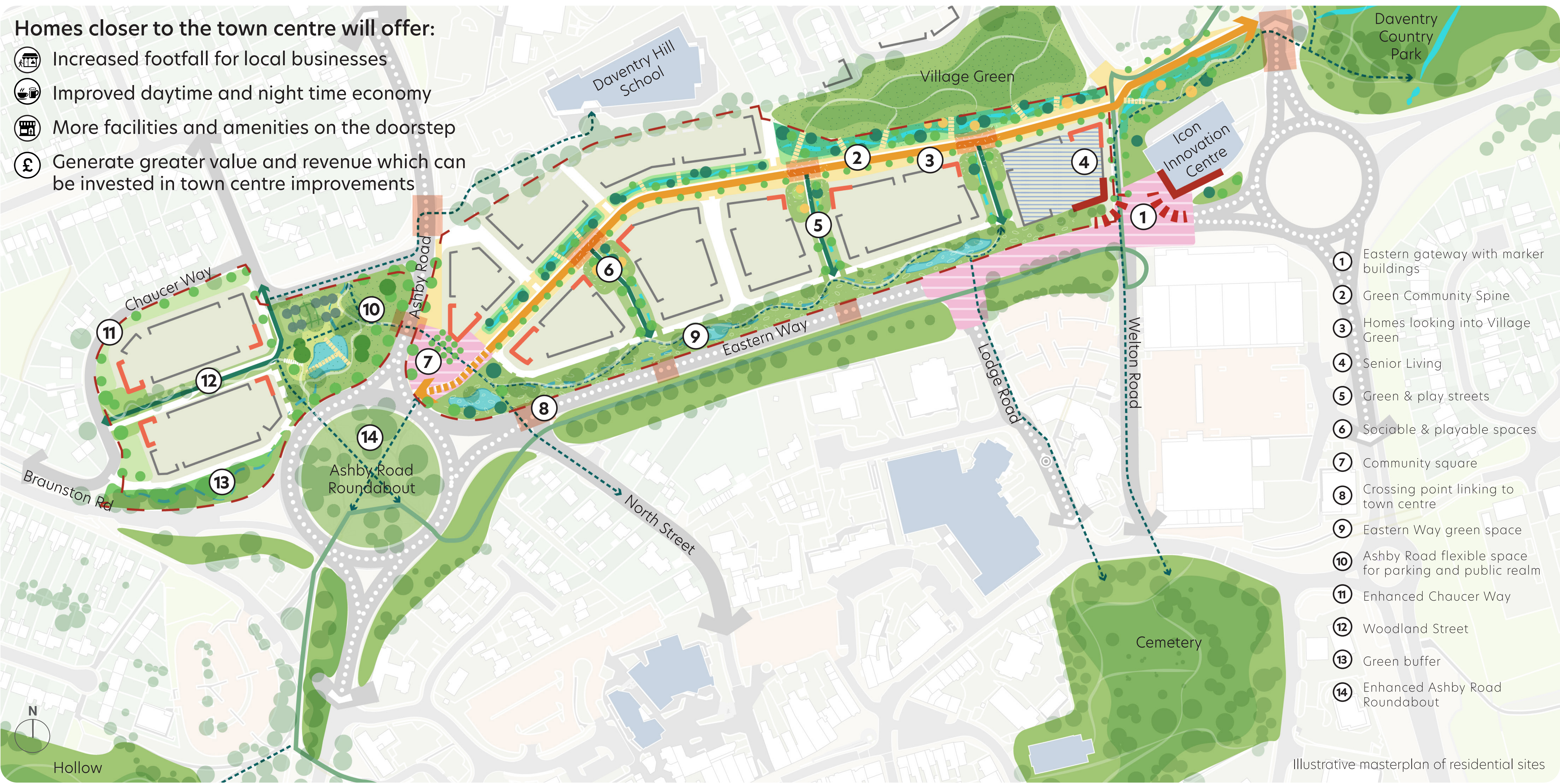


Magistrates Court, Police Station and Mobility Centre - Gateway site into the proposed new destination play park. Long term opportunity to repurpose and drive community focused initiatives via events space, leisure activities, larger retail unit (10,000 - 15,000 sq ft) and café.

New Homes closer to the Town Centre

Homes closer to the town centre will offer:

- 🏠 Increased footfall for local businesses
- ☕ Improved daytime and night time economy
- 🏠 More facilities and amenities on the doorstep
- £ Generate greater value and revenue which can be invested in town centre improvements



- ① Eastern gateway with marker buildings
- ② Green Community Spine
- ③ Homes looking into Village Green
- ④ Senior Living
- ⑤ Green & play streets
- ⑥ Sociable & playable spaces
- ⑦ Community square
- ⑧ Crossing point linking to town centre
- ⑨ Eastern Way green space
- ⑩ Ashby Road flexible space for parking and public realm
- ⑪ Enhanced Chaucer Way
- ⑫ Woodland Street
- ⑬ Green buffer
- ⑭ Enhanced Ashby Road Roundabout

Illustrative masterplan of residential sites

Precedents for Ashby Road



Woodland Street Ashby Road flexible space for parking and public realm New Houses Corner Building

Precedents for Eastern Way



Village Green Green Community Spine Eastern Way Green Space Senior Living

Daventry Town Centre Masterplan



The masterplan shows how the centre can be transformed over time by:

- **Improving wider connectivity** to surrounding assets.
- **Creating new and improved linkages** to boost retail environment
- **Improving and enhancing public spaces** to allow greater dwell time
- **Enhancing play spaces** for greater social interaction
- **Upgrading historic buildings** to celebrate local cultures and heritage
- **Building new homes** closer to the town centre with improved doorstep amenities for all residents

Key priority projects have been identified as part of a long term development programme. These projects are numbered on the plan.

To support the delivery of these priority projects, town centre strategies will also be developed. These include:

- **Public realm strategy and Daventry design code**
- **Urban greening / green infrastructure strategy**
- **Wider connectivity infrastructure strategy**
- **Lighting strategy**
- **Shop frontage and retail strategy**
- **Public art strategy**

Priority Projects

- | | |
|---------------------------|---|
| ① Eastern Way site | ⑦ New Street Recreation Ground upgrade |
| ② Ashby Road site | ⑧ Foundry Place upgrade |
| ③ Market Place | ⑨ High Street Fringe |
| ④ Mulberry Square upgrade | ⑩ Magistrates Court, police station and mobility centre |
| ⑤ High Street upgrade | ⑪ Sheaf Court North |
| ⑥ Sheaf Street upgrade | ⑫ West Court Car Park |