

site five

Previous Masterplan (granted outline planning permission for Site 5)



Daventry (Site 5) Public Consultation (relating to the above Masterplan)

Consultation Feedback Analysis

- Feedback highlighted support for wider retail offer in Daventry and the creation of an edge of centre retail area. There was a general desire to see a reduction in the number of charity shops in the town.
- 83% of respondents felt that the proposed visual and pedestrian links with Daventry Town centre were important and need to be maintained.
- 90% agreed that car parking is key to Daventry's long term success. Generally, there was a desire to maintain free car parking. Although, one respondent felt that improved public transport was a better solution.
- 96.5% agreed that landscaping is a key consideration in the overall success of new development. One respondent requested more variety in the planting schemes so that they are more colourful, and a second highlighted the need to maintain landscaping works to a high standard.
- The development of a brownfield site was welcomed by 40%, who considered that the development would improve the appearance of the town. One respondent disagreed, some respondents reflected on the loss of the previous swimming pool and leisure use.
- Car Parking Provision: Residents felt that there was a need to demonstrate sufficient car parking at the Site and were concerned that parking provision be free of charge.
- Trees and Landscaping: The landscape proposals shown on the drawings were generally supported and the feedback forms revealed a general desire to retain the existing trees on the site. A number of respondents highlighted the importance of maintaining the landscape works.
- Materials: The feedback forms revealed divided opinion on the materials to be used in the scheme, with some respondents favouring a more traditional design for the building and more seeking a more modern approach.
- Choice of Uses: The mix of uses was welcomed although some feedback forms questioned the need to a further supermarket, DIY store and petrol station.
- Locations for Pedestrian Access: Respondents agreed that the provision of pedestrian crossing was important and that it should be sites so as to maximise its use.
- Building Heights and Massing: There was support for the proposed building heights which were felt to be appropriate in maintaining views towards the Town Centre from existing residential areas, although there was some concern that residential properties on Chaucer Way might be blighted. Respondents said that they would like to see Daventry's character as a market town maintained.
- Distance between service areas and other buildings: Some respondents felt that the service areas off Braunston Road were likely to be too small.
- Relationship between Daventry Town Centre and the Proposed Development: The removal of the existing roundabout was welcomed and many felt that the proposed development provided an opportunity to improve existing pedestrian links with the Town Centre. Some concerns were raised with regard to the gradient of pedestrian links, and whether this might deter people from using the link. One respondent was concerned that the redevelopment of Site 5 location would reduce footfall within the Centre.

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