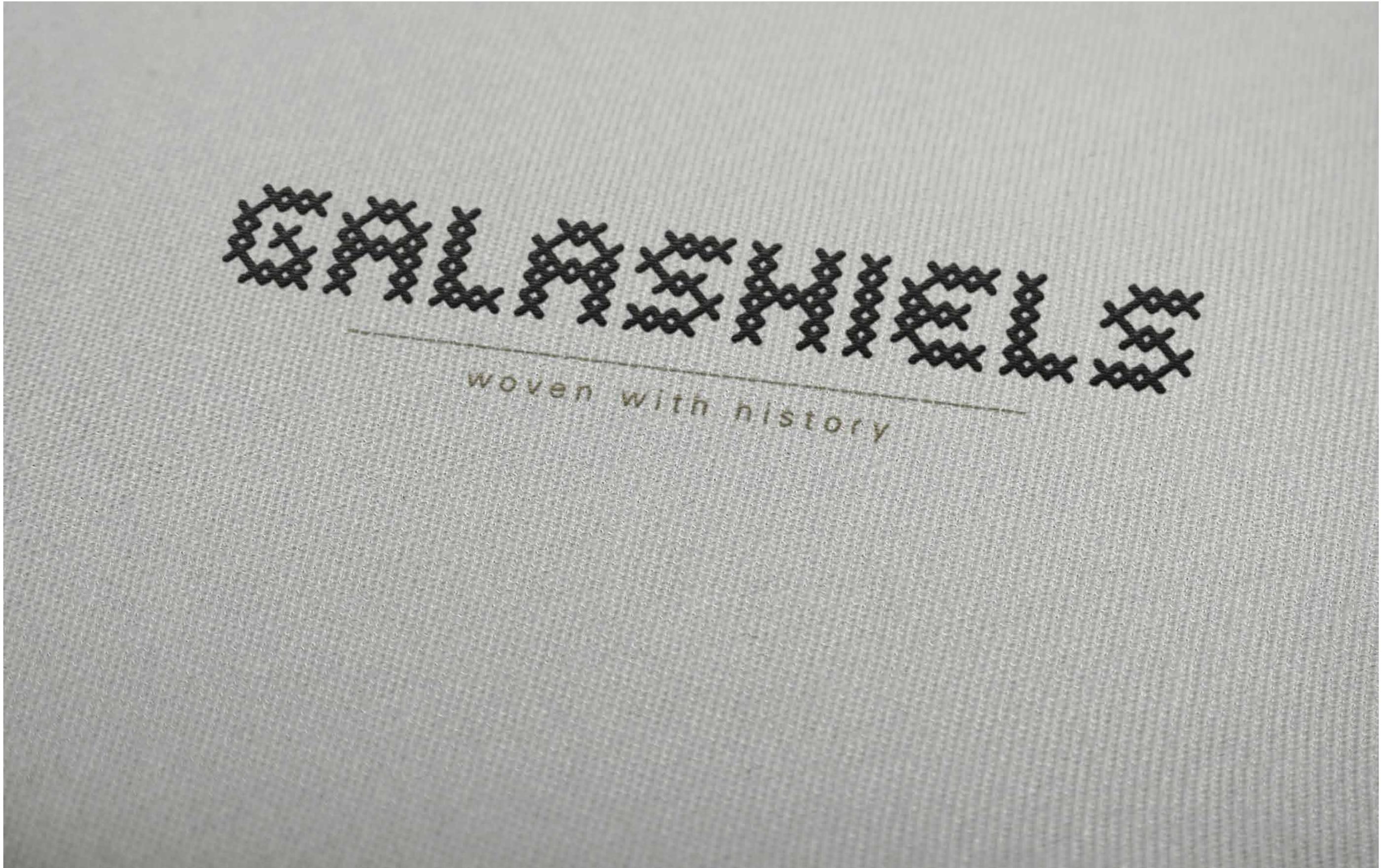


# Place Styling & Wayfinding Proposals





## CONSULTATION EVENT ROUTE

### Place Styling

The town centre of Galashiels is an area which includes around 50 streets on and around Gala Water. The streets contain an attractive variety of historic buildings, monuments and historic features creating a truly unique identity. The ultimate goal is to strengthen the current provision with developments at key areas identified during various consultation and place styling events.

Many would consider Galashiels to be the heart of the borders with a number of key facilities. The improvement of key development sites will fundamentally add to the success of signature projects within the town.

The streets form key routes between the railway station, residential pockets, education and the main town centre shopping area along Channel and Bank Street Street. A selection of these routes were identified to form the extent of the place styling audit, the routes are shown on the adjacent diagrams.



CONSULTATION EVENT PHOTOGRAPHS



PLACE STYLING ACTION AREAS



- Landscape Enhancement
- Building Demolition / Key Development Site
- Building Redevelopment Opportunity
- Key Townscape Buildings
- Parking Areas
- Street Opportunity Zones - Material Upgrade / Feature Lighting
- Civic Enhancement Areas - Minimise Visual Clutter
- Water Features / Management Strategy / Fountain / Lights / Arts
- Information Point / Wayfinding / Branded Signage
- Transport Interchange
- Allotments
- Walking Routes
- Cycling Links / Proposed Bike Station
- Hotel Development Opportunity
- Retail Zone
- Church
- Office Development Opportunity
- Taxi Rank Relocation
- ↔ Reinforce Primary Routes
- ↔ Proposed Link Routes
- ↔ Strategic Views
- ↔ Gable Wall - Visual Terminus / Public Art / Landscaping
- ↔ Landscape Connections

Work with local groups to establish town themes  
 Link to tourist information/ town centre phone app/ website  
 Inclusion of Gala policies and wider town attractions

**VISION - Galashiels is one of the busiest and most cosmopolitan towns in the Scottish Borders**

Whilst the area has many positive aspects, there are a number of key challenges which significantly impact on its quality as a place to live, work and visit. The proposal is to implement a number of transformational changes which seek to unlock its true potential, identified in the diagram opposite. This diagram collates comments and ideas from various consultation events.

At the heart of the proposal is recognition that over time a number of improvement projects have been carried out, albeit in a piece meal fashion, but none the less better. The proposal would be to build on this and create a stronger more cohesive strategy responding to outputs from the various public consultation sessions and workshops.

Unemployment is one of the key challenges within the area. The proposal seeks to change this by improving opportunities in education, workforce skills and employability combined with improved tourism, business space, housing and amenities.

Alongside this is the ambition to significantly increase the attractions and activities to help retain and attract tourists and visitors. Enhancing the townscape setting will encourage tourists to explore the rich heritage and cultural offer, reinforcing Galashiels as a vibrant destination for sports, shopping, fashion, food and drink, living and creating an attractive visitors experience delivering benefit to all.

## PLACE STYLING ACTION AREAS

## Movement

Improve crossing accessibility along Bank Street.

Consider opportunities for orientation/ visitor signage.

Beacon technology around the town.

Work with local groups to establish walking themes, Coulter's Candy, Cherry Blossom, Historic Trail, Hide & Seek Kids Map.

Stronger focus on tourist information/ town centre phone app/ website.

Inclusion and links to Gala policies and wider town attractions.

Wayfinding / signage / tourist information systems.

Consider opportunities for event promotion.

Greater offer for mountainbike hire / workshops. Easier links to key routes.

Link town centre walking trails & wider town centre strategies.

Consider opportunities for a town 'ribbon' or town 'thread' linking key destination spaces.

Lane between Channel and Overhaugh could have a mural to help draw people through.

## Open Space

Extend Bank Street Garden to Cornmill Square, the Fountain.

Surface improvements- creation of a shared space at Market Square.

Removal of railings at MacArts  
Provision of seating.

Creation of opportunities for permanent and temporary public art features.

Management and maintenance strategy to garden/green spaces.

More planting and trees along Channel St.

Childrens playpark greatly needed, long slides, zipwire, climbing frames and tunnels.

Existing arches adjacent to the railway identified as an opportunity for public art (10no).

Town Centre Arts Strategy focused on textiles, Yarn Bombing, but consideration of linkages to other town identity features. Temporary and permanent installations.

Triangular area at junction of Overhaugh St and High St could be a very attractive seating area (adjacent café / bakery?).

Backless Benches to be avoided.

Overhaugh St could have 'artisan' lighting.

## Built Form

Work with local artists to develop proposals for gable end / façade treatments.

Shopfront enhancement program.

Building audit with SBC local officers.

Identification of action plan of statutory improvement projects including roofing works, guttering, windows, chimneys etc. Liaison with owners/ residents and agents.

Demand for new Hotel with function accommodation.

Creation of a larger, flexible public realm space.

Inclusion of pop-up power supplies to enable event use.

Consider need of new purpose office space. Small and large business enterprise. Lack of space fit for purpose.

Building Facade improvement, Bank Close and Toilet Block on Albert Place.

Could the ex Salvation Army hall at the west end of Overhaugh St be brought back into use as a venue?

Consideration for a new caravan site in Galashiels, missing clientele to the area.

## Water

Visually connect to Lade on Bank Street through planting interventions.

Accessible river deck next to MacArts.

Extend Walkway from Douglas Bridge.

Consider lighting and art installations along the water front to support wider awareness/ interest.

Consider locations for boardwalks/ viewing decks/fountains.

Consider continuous waterfront walkway provision.

Management and maintenance strategy.

Programme of clearance and improvement works.

Removal of waste, vegetation and clutter from Gala Water.

Potentially covering the precinct between Douglas Bridge and Channel Street reinforcing the links to and from Gala Water.

Can a route along the river be created from MacArts to Park Street.

Reinstate Bridge over Sime Place.

Propose Water Festival, lighting, art and fountains

## Infrastructure

Audit existing signage and furniture around town centre

Re-Introduce Parking Enforcements along Channel St

Public realm improvements including:  
Audit of furniture and decluttering  
Lighting improvements  
Street planting & Furniture  
Inclusion within town centre signage strategy.

Detailed review of Channel Street layout and road provision.  
Discussion about possible changes to one-way system. As noted above there is little appetite for reversing the direction of Channel Street.

Redress pedestrian/ cycle balance

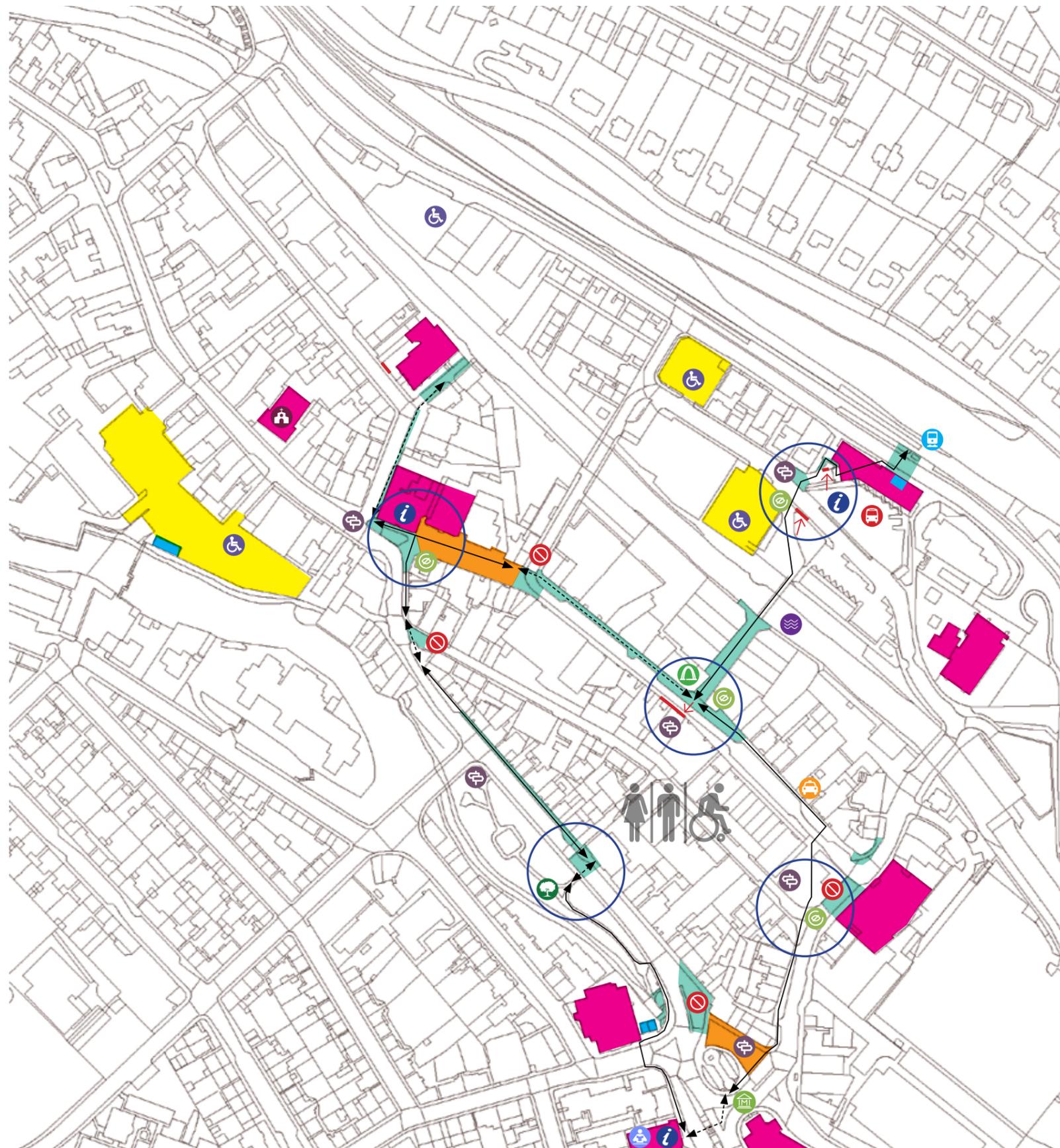
Consider opportunities to remove parking but retain vehicle access

Major surface investment at key locations linked to the Tapestry and Interchange link and Market Square

Consider opportunities for wide scale improvement and removal of drainage channel through the pedestrian thoroughfare

Wheelie Bin Hotspots identified -  
Environmental audit of town centre to include bins, clutter, surface deterioration

## PLACE STYLING - TOWNSCAPE ACCESSIBILITY REVIEW



- Disabled WC
- Key Townscape Buildings
- Parking Areas
- Street Opportunity Zones - Material Upgrade / Feature Lighting
- Civic Enhancement Areas - Minimise Visual Clutter
- Water Features / Management Strategy / Fountain / Lights / Arts
- Information Point / Wayfinding / Branded Signage
- Transport Interchange
- Taxi Rank Relocation
- Inaccessible / Dangerous Junctions, Crossings, Surfacing
- Visual Impairment Considerations
- Disabled Parking - High St (7), Ladhope Vale (2), Stirling Place (1), Stirling St (2)
- Arrival Gateway
- Information Point
- Key Townscape Orientation Nodes
- Accessible Route
- - - Route with Obstructions
- Strategic Views
- Gable Wall - Visual Terminus / Public Art / Landscaping

**VISION - To ensure Galashiels is one of the most accessible towns in the Scottish Borders**

Possible physical / tactile model of Galashiels Town Centre at 'Interchange Plaza'

Strong natural wayfinding – journey led by a general hierarchy of townscape materials and landscape improvements. Signage provided but not immediately obvious, and difficult for visual impairments.

Wayfinding Strategy - Bus / Train Station. Icon and symbol to offer visual clues (propose stitched theme)

Parking Close to station – Website offering comprehensive information.

Digital Wayfinding – Beacon technology. Highlight places of interest along a designated, fully accessible route.

Desire to standardise the quality / palette of materials around the townscape. General mismatch of surface types where improvement works have been carried out over the years. Certain surfacing causes issues for crutches and or wheelchairs.

Nodal Gateway into Town – Archway or threshold to celebrate arrival onto channel street. Likely position to edge of Channel Street, intersection with Douglas Bridge.

Road Crossing Difficulties in areas – junction detail / temporary nature on Channel St. Suggestion to locate the visitor centre within the Tapestry building. Information leaflets are available already within the TI building

Channel Street, over dominance of vehicles. Lots of parked vehicles and heavy traffic use. Perceptual character of streetscape leans towards vehicles rather than pedestrians.

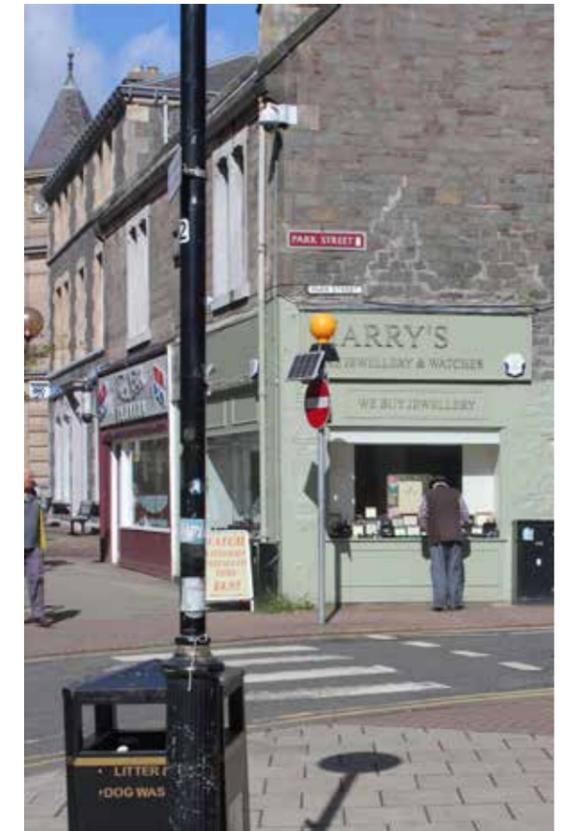
Channel Street Character, generally accessible, gullies/drains causing difficulty, lack of pedestrian crossing points, uneven surfacing, lack of disabled parking

Market Square – Lack of Signage and wayfinding, no visual clues to passively guide visitors.

Landscape garden, strong focal point, links into the garden are easy and offer a great sensory experience within the town.

Road crossing which only partially crosses the road, only goes half way to a traffic island. Lack of Extend the gardens across the onto the other side of the road. Scheme already been developed by the council to create a new landscape space and should be incorporated into the overall Masterplan.

ACCESSIBILITY REVIEW - EUANS GUIDE



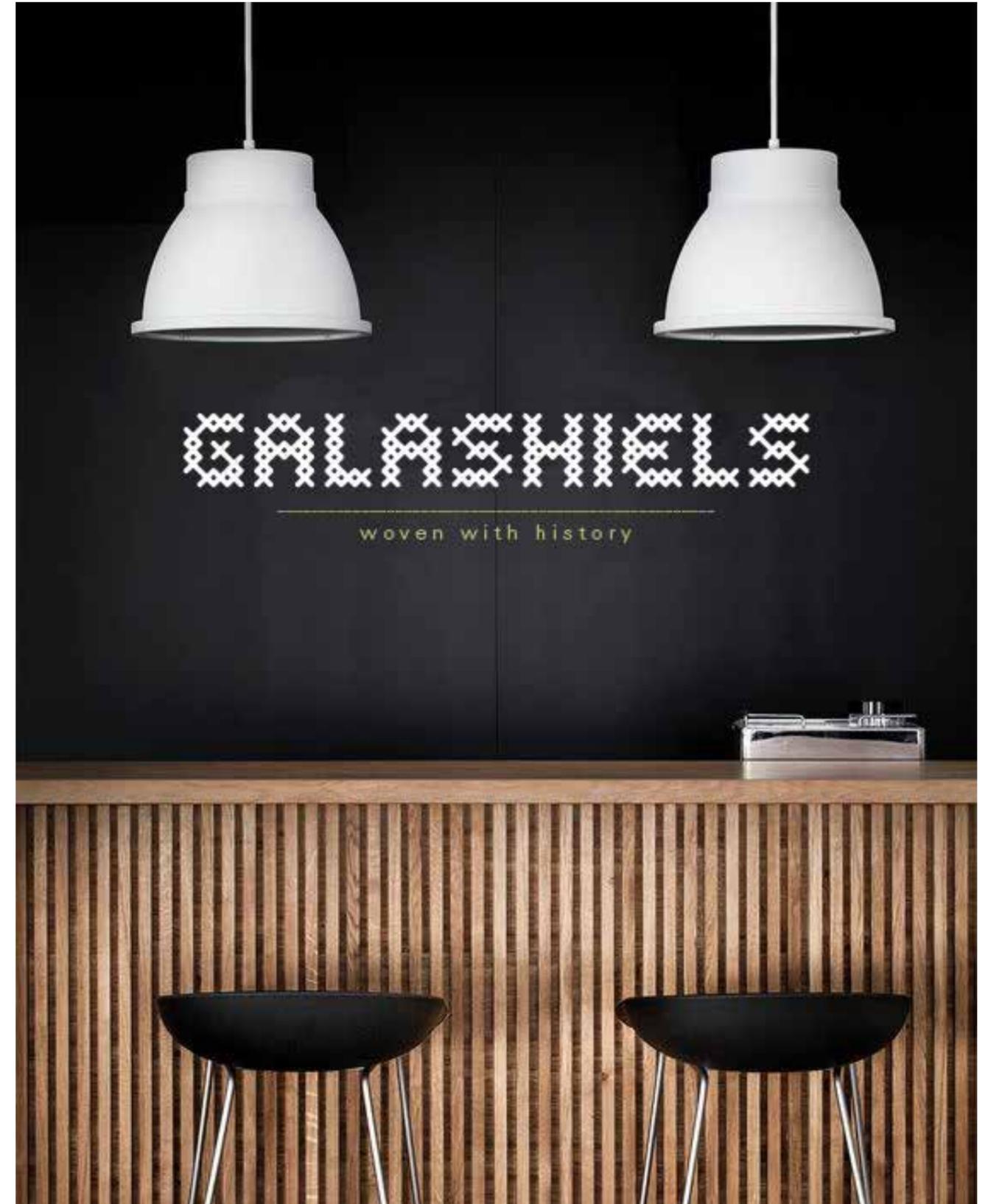
## Galashiels

### WOVEN WITH HISTORY

Woven with History - Is part of a new concept to re-brand, market, inspire and weave together communities within Galashiels.

The idea of a thread, ribbon and stitch has stimulated a vision to reconnect activities, residents and tourists with Galashiels.

Motif, font and pattern are all inspired by textiles. A new text which links to the concept helps reinforce and strengthen the place and brand.



## Galashiels History

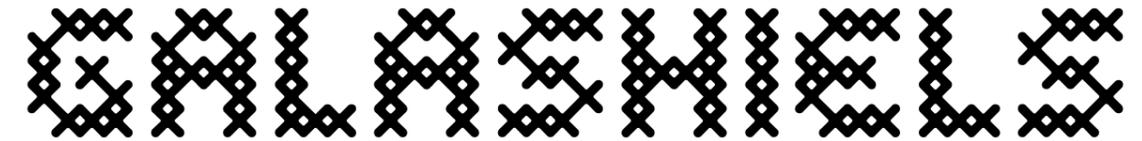
### GALASHIELS HAS A HISTORY OF TEXTILE INDUSTRIES FOR ALMOST FIVE CENTURIES

The first record of the textiles trade in Galashiels can be traced back to 1585. In 1777, the Manufacturers' Corporation of Galashiels was found. After 23 years, the first mill was built. With the reputation of the quality products, textiles has become the core industry in Galashiels.

Although there was a reduction on the textiles scale in recent decades, most of the British textiles mills are still located at Scottish borders. And we can also see a future where Galashiels depends more on the textiles industry.

### HERIOT-WATT SCHOOL OF TEXTILES & DESIGN BASED IN GALASHIELS.

The history of the School began in 1883, with classes in weaving, dyeing and chemistry which were introduced under direction of Thomas Welsh. In 1889, it was named, The Galashiels Combined Technical School. The governing body consisted of representatives from, Burgh School Board, Engineering and Building Trades and The Galashiels Manufacturing Corporation, who we still work closely with to this day.



woven with history



## LANDMARK BRANDING

Historic Galashiels sits within one of the key visitor destinations within the Scottish Borders, and with this, any environmental intervention should ensure that it protects and enhances the character and appearance of the landscape.

Signage should be of a design and style that captures the visual interest and imagination of all ages. History should be available to all. Given that not everyone is able to read, visual prompts is essential as part of a sustainable way-finding and signage proposal.

The purpose of the sign must also be considered, is it purely informative or to be used as a means of direction and landmark orientation.

Nowadays, the brand is the most important asset for a town, to engage individuals in a deeper, more humane and multidimensional way. The brand must add the four Es of emotions, experiences, engagement and exclusivity, to compete successfully on the location and tourism market.

## STEP INSIDE THE BRAND.

Imagine having your audience walk through your brand, exploring the town, the stores, the banners, the signage, the exhibit halls, and hotels that bring your key ideas tangibly to life. The above logo may be applied to the townscape of Galashiels, creating a fresh clean forward looking brand, that can be applied across the entire townscape setting.

These are just a few of the environments where your audience is surrounded by an immersive, three-dimensional expression of your brand.

Branded environments are one of the most powerful ways to engage local residents, employees, visitors, and customers in a truly unique brand experience.

After all, successful branding is about much more than the things people buy. It's also about the factors that create the mood, ambience, and feelings that people associate with your brand as a whole, turning your brand story into three dimensions, engaging the senses and emotions of your audience.

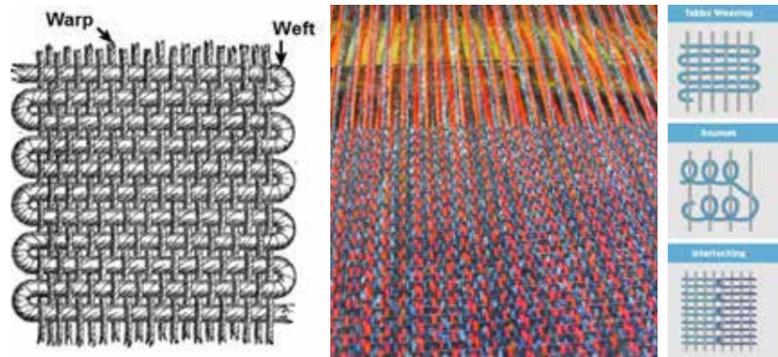
### Branded environments include:

- \_Interiors
- \_Exhibitions and trade shows
- \_Industrial design
- \_Fixture design
- \_Environmental graphic communications
- \_Signage systems and wayfinding

Inspiration

Weaving

weaving form (fabric or a fabric item) by interlacing long threads passing in one direction with others at a right angle to them.



Tapestry

a piece of thick textile fabric with pictures or designs formed by weaving colored weft threads or by embroidering on canvas, used as a wall hanging or furniture covering.



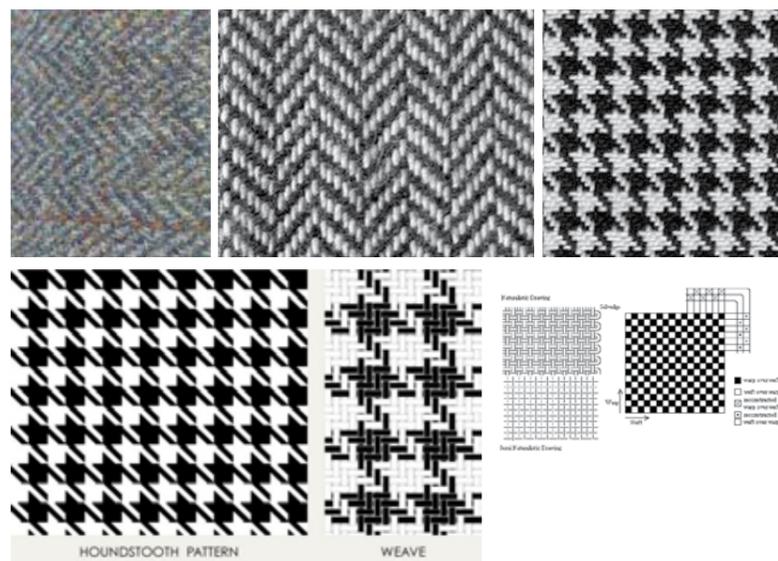
Embroidery

decorate (cloth) by sewing patterns on it with thread.

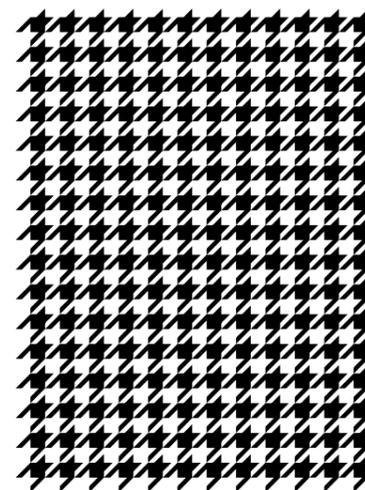


Types of fabric weave

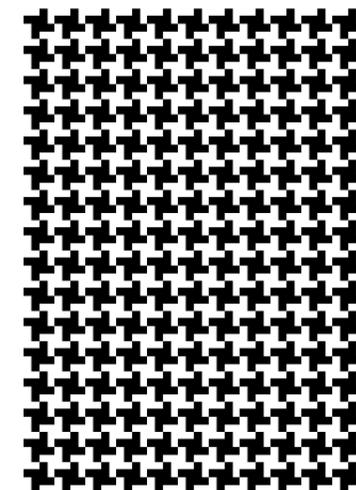
- Plain weave: crepe, taffeta, organdy, cotton calicos, cheesecloth, gingham, percale, voile and muslin.
- Twill weave: covert cloth, drill, jean, jersey, tussah, velvet, worsted cheviot etc.
- Basket weave
- Jacquard weave
- Rib weave: cord fabric, faille, poplin, taffeta etc.
- Dobby weave
- Oxford weave
- Cut pile
- Uncut Pile
- Double Knit
- Chenille



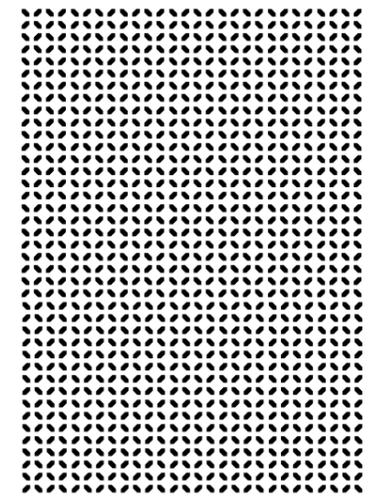
Inspiration



GALASHIELS  
woven with history



GALASHIELS  
woven with history



GALASHIELS  
woven with history

## What makes up a brand

### BRAND ELEMENTS

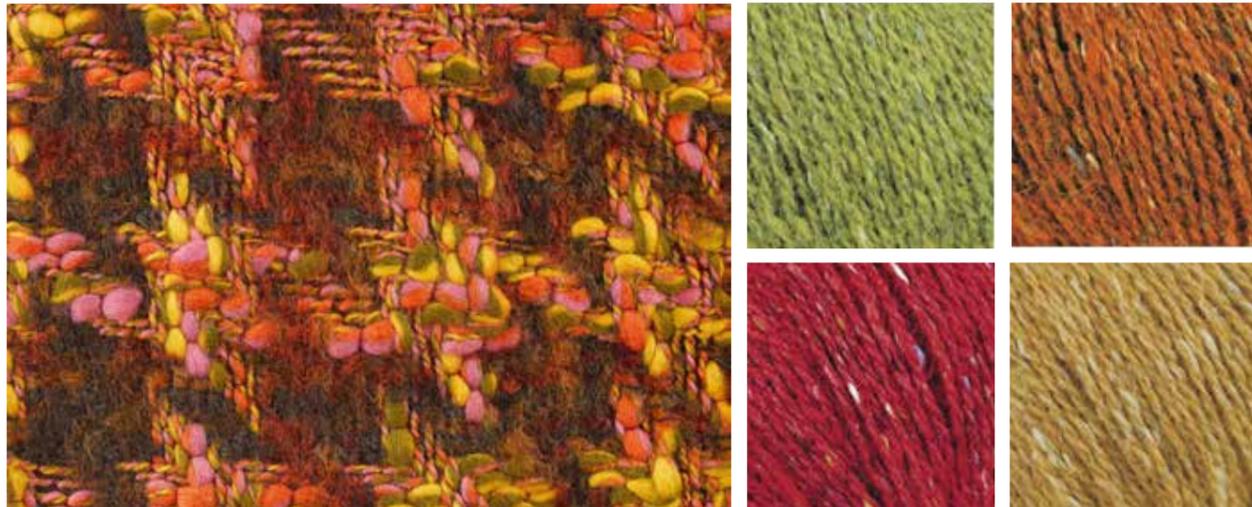
A brand identity for Galashiels should be a considered system that works across all forms of communication. It must be of a style that suits its conservation and historic context. It is a combination of:

- Logotype
- Typography
- Identity system
- Colour palette
- Tone of voice
- Materials

### IMPLEMENTATION

- Stationery
- Literature
- Website
- Self promotion
- Digital Media
- Exhibition
- Information graphics
- Packaging
- Interiors
- Advertising
- Video/Moving Image
- Wayfinding

### ICONS AND COLOURS



A series of icons would be beneficial to visitors and locals. A coordinated set of recognisable icons would also help visually impaired people ease to navigate around the townscape

### STITCHED EFFECT ICONS



## Colour Coded Wayfinding



Galashiels is known for its range of outdoor activities, attractions and bespoke retail offer. The connection between these activities is somewhat hidden and disconnected. The ideal would be to colour code a wayfinding strategy to uncover and enhance the rich townscape walks, trails, cycle routes, museums, gallery spaces, sports offers and many more.

The colours will be visually appealing within the townscape and be strong enough to relate to various accessibility and disabilities. The colours will be bold and inspired from tweed fabric colours.

Within each section, there may of course be sub sections which would existing in tones of the same colour. The green colour for trails, could contain an set of lighter shades which further divide for Garden Trail, Sweety Trail, Historical Lade Trail, Riverside Trail. This way it ensures a simple wayfinding approach throughout the town.

## Lampost Banners



## COULTER'S CANDY TRAIL

Ally bally, ally bally bee,  
Sittin' on yer mammy's knee,  
Greetin' for a wee bawbee,  
Tae buy some Coulter's candy.

Poor wee Jeanie's gettin' awfy thin,  
A rickle o' banes covered ower wi' skin,  
Noo she's gettin' a wee double chin,  
Wi' sookin' Coulter's Candy.

Mammy gie's ma thrifty doon,  
Here's auld Coulter comin' roon',  
Wi' a basket on his croon,  
Selling Coulter's Candy.

Ally bally, ally bally bee,  
When you grow old, a man to be,  
you'll work hard and you'll sail the seas,  
an' bring hame pennies for your faither  
and me,  
Tae buy mair Coulter's Candy.

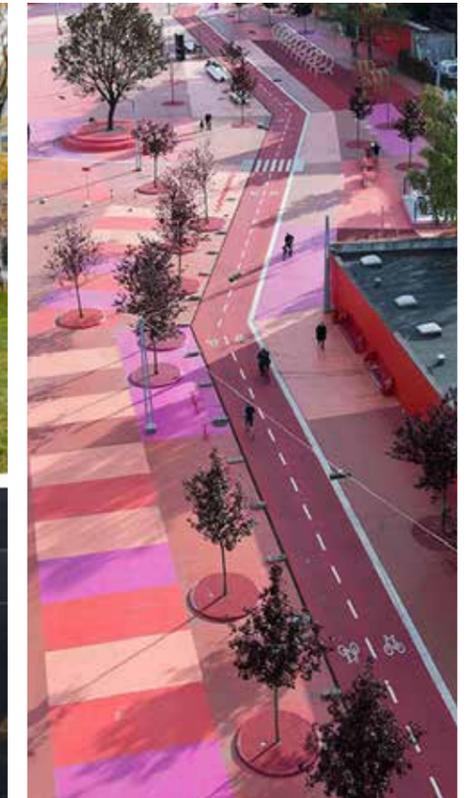
Coulter he's a affa funny man,  
He mak's his candy in a pan,  
Awa an greet to yer ma,  
Tae buy some Coulters candy.

Little Annie's greetin' tae,  
Sae whit can puir wee Mammy dae,  
But gie them a penny atween them twae,  
Tae buy mair Coulter's Candy.

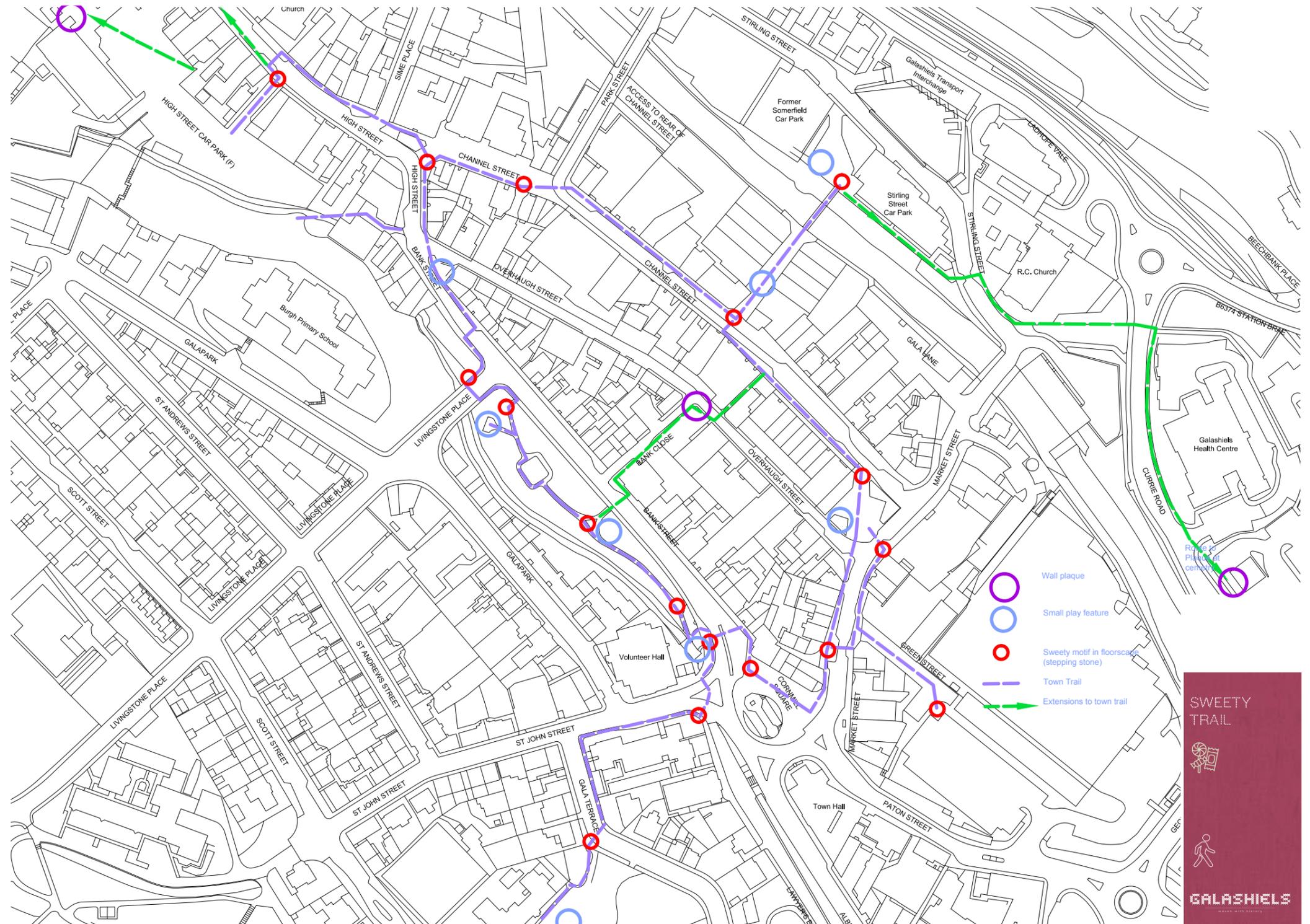
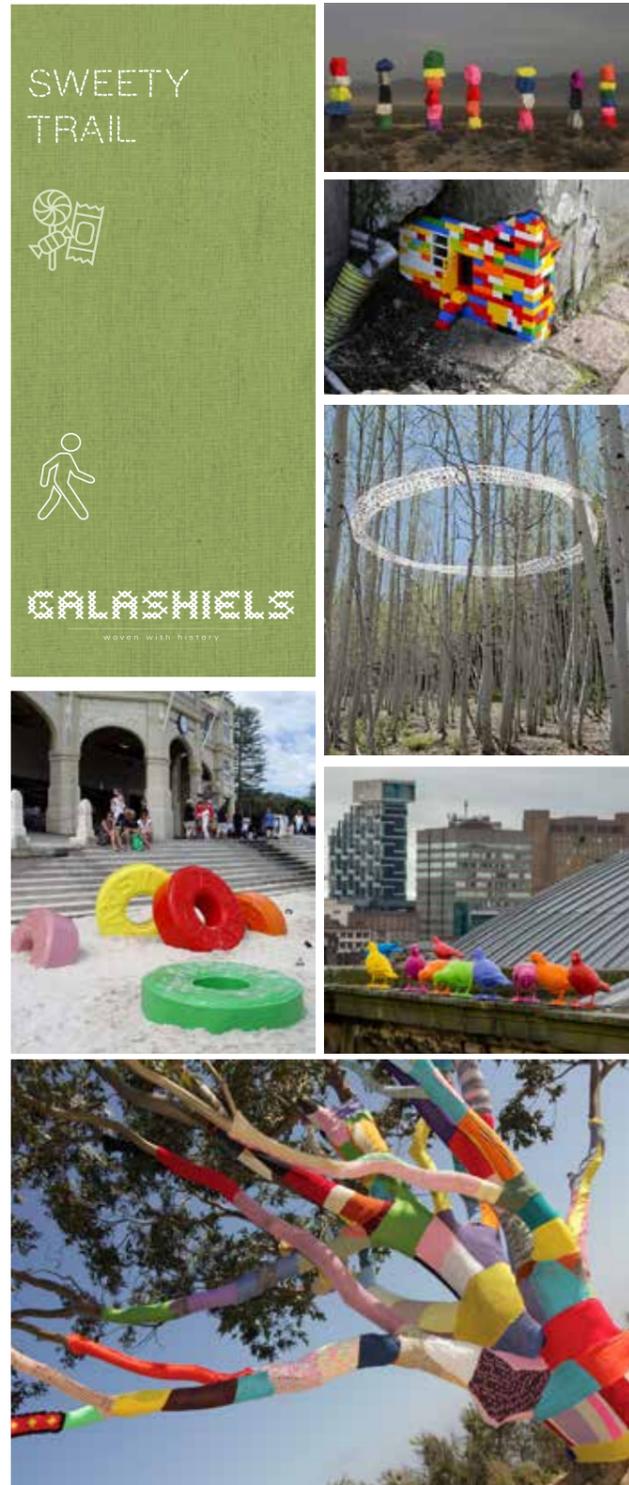
### Coulters Candy, Ally Bally Bee

Coulter's Candy, also known as Ally Bally Bee is a Scottish folk song written by Robert Coltard (1832-1880). Coltard, who worked as a weaver in Galashiels, wrote the song as an early advertising jingle for the homemade sweets he sold around the Borders towns.

Not much is known about Robert Coltard, some records say he manufactured the sweets in Melrose, others in the front room fire in his home on Overhaugh Street, Galashiels. The original recipe for Coltard's sweets was lost following his death in 1880 but the song lived on and is still one of the most known and cherished Scottish lullabies.



# COULTER'S CANDY TRAIL



**SWEET TRAIL**

Wall plaque

Small play feature

Sweety motif in floorscape (stepping stone)

Town Trail

Extensions to town trail

**GALASHIELS**

### Further Implementation

#### BUS SHELTERS



#### INTERACTIVE INFO KIOSKS

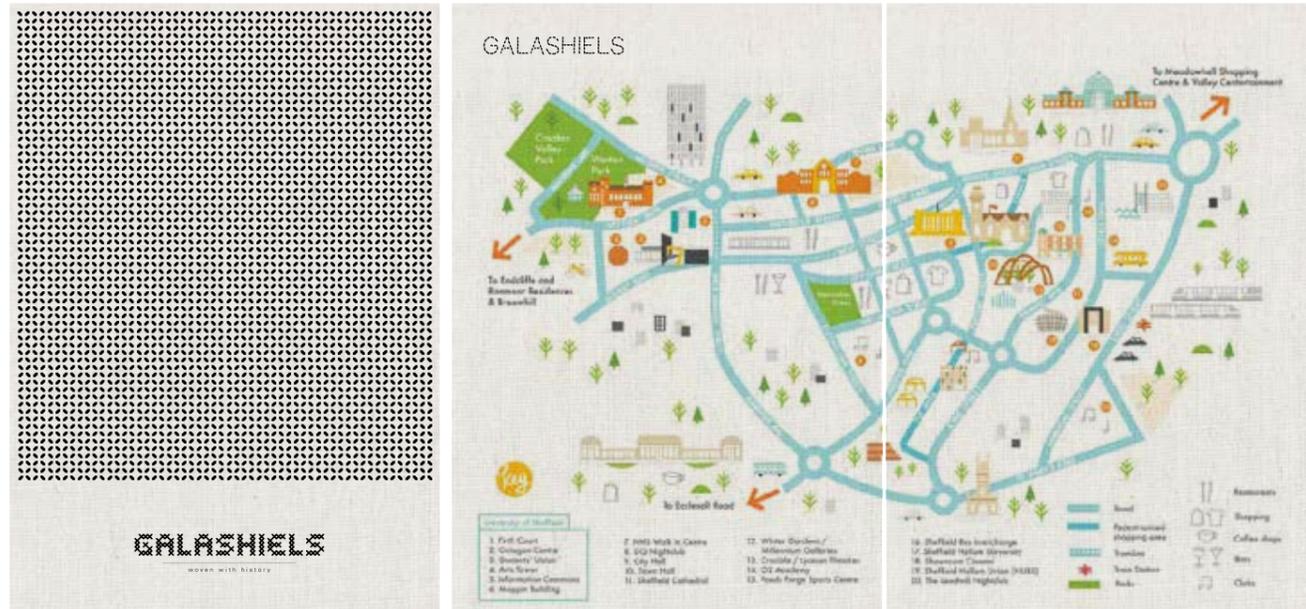


#### FURTHER COLOUR CODED NAVIGATION



## Further Implementation

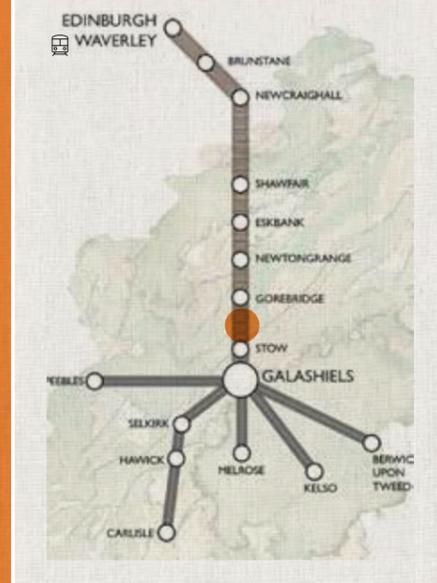
### BESPOKE MAP AND VISITOR GUIDE



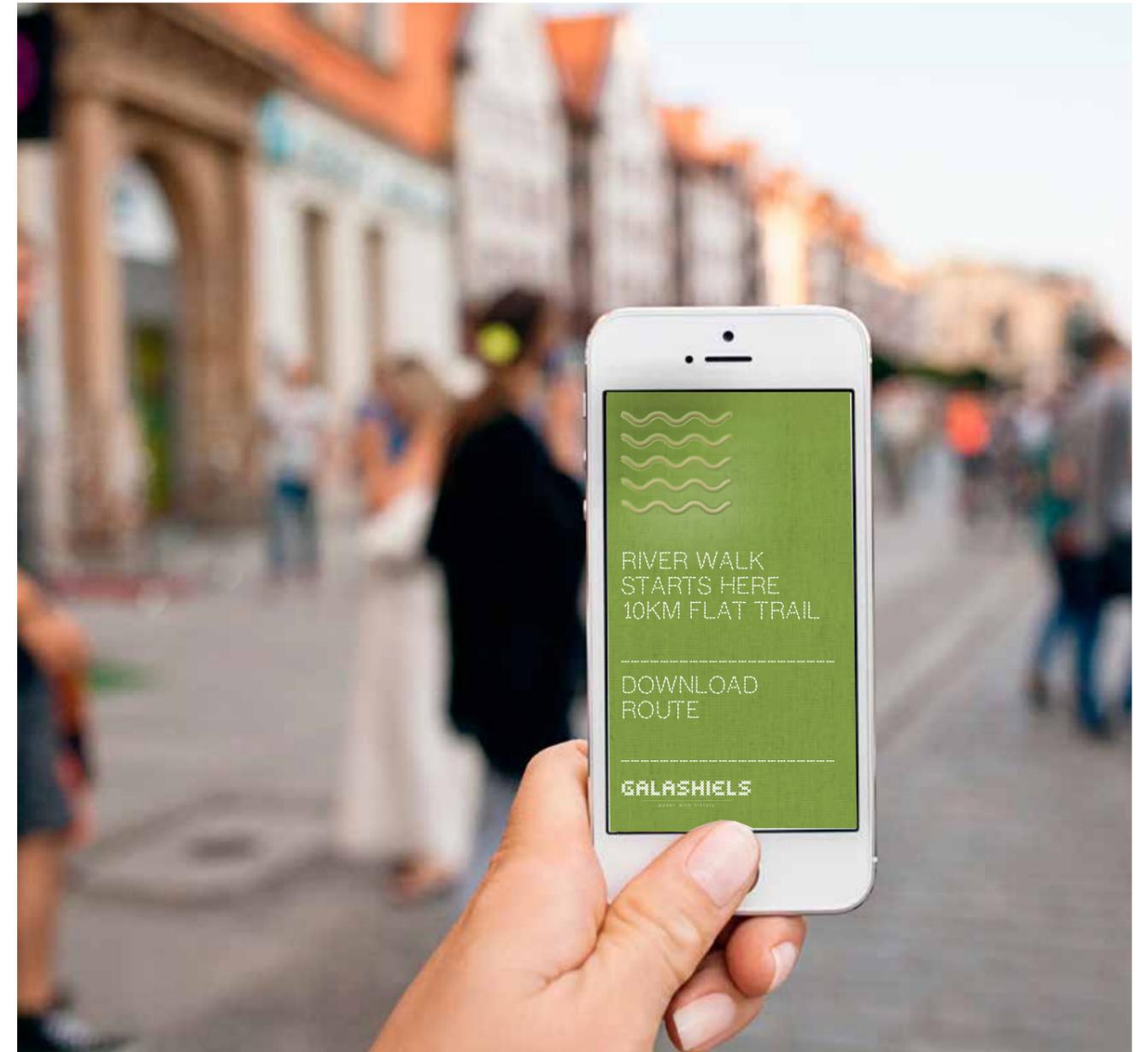
### GETTING AROUND TRANSPORT INTERCHANGE

**Facilities in the transport interchange**  
 Tourist information, bus and train real-time information and a railway ticket machine, with staff based in the building. Showers, Changing places toilets and bike lockers to promote cycling and walking. Open 21 hours per day to allow access to bus and train service. There is also seating and a cafe – run by local firm Born in the Borders – on the ground floor. Two additional floors of office space and conference facilities.

**Conference and office facilities to let**  
 The transport interchange has conference facilities which can be hired by contacting the transport interchange directly, with various offices available to let from a local estate agent. Take a look at our gallery of the office space and conference facilities.

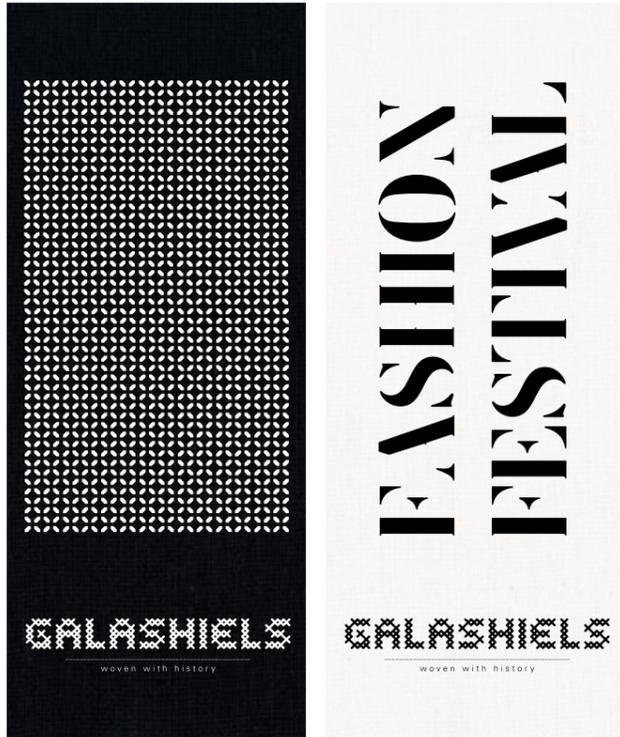


### WAYFINDING APP



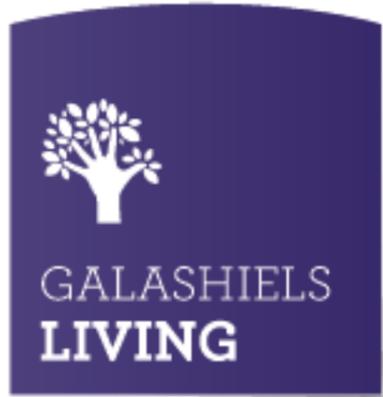
### Sponsoring Local Events

#### FASHION FESTIVAL



### Consideration of Existing Branding and Community Organisations

### Exemplar Branding



PERU, STOCKHOLM, PARIS



Stallan-Brand

80 Nicholson Street,  
Glasgow G5 9ER, UK

Email [info@stallanbrand.com](mailto:info@stallanbrand.com)  
Office +44 (0)141-258-5015