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 selections 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
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 piecemeal 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.

VISION - Galashiels is one of the busiest and most cosmopolitan towns in the Scottish Borders
### PLACE STYLING ACTION AREAS

<table>
<thead>
<tr>
<th>Movement</th>
<th>Open Space</th>
<th>Built Form</th>
<th>Water</th>
<th>Infrastructure</th>
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</thead>
<tbody>
<tr>
<td>Improve crossing accessibility along Bank Street.</td>
<td>Extend Bank Street Garden to Cornmill Square, the Fountain.</td>
<td>Work with local artists to develop proposals for gable end / façade treatments.</td>
<td>Visually connect to Lade on Bank Street through planting interventions.</td>
<td>Audit existing signage and furniture around town centre</td>
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<tr>
<td>Consider opportunities for orientation/ visitor signage.</td>
<td>Surface improvements- creation of a shared space at Market Square.</td>
<td>Shopfront enhancement program.</td>
<td>Accessible river deck next to MacArts.</td>
<td>Re-Introduce Parking Enforcements along Channel St</td>
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<tr>
<td>Beacon technology around the town.</td>
<td>Removal of railings at MacArts Provision of seating.</td>
<td>Building audit with SBC local officers.</td>
<td>Extend Walkway from Douglas Bridge.</td>
<td>Public realm improvements including:</td>
</tr>
<tr>
<td>Work with local groups to establish walking themes, Coulter’s Candy, Cherry Blossom, Historic Trail, Hide &amp; Seek Kids Map.</td>
<td>Creation of opportunities for permanent and temporary public art features.</td>
<td>Identification of action plan of statutory improvement projects including roofing works, guttering, windows, chimneys etc. Liaison with owners/ residents and agents.</td>
<td>Consider lighting and art installations along the water front to support wider awareness/ interest.</td>
<td>Audit of furniture and decluttering</td>
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<tr>
<td>Stronger focus on tourist information/ town centre phone app/ website.</td>
<td>Management and maintenance strategy to garden/green spaces.</td>
<td>Demand for new Hotel with function accommodation.</td>
<td>Consider locations for boardwalks/ viewing decks/fountains.</td>
<td>Street planting &amp; Furniture</td>
</tr>
<tr>
<td>Wayfinding / signage / tourist information systems.</td>
<td>More planting and trees along Channel St.</td>
<td>Creation of a larger, flexible public realm space.</td>
<td>Consider continuous waterfront walkway provision.</td>
<td>Inclusion within town centre signage strategy.</td>
</tr>
<tr>
<td>Consider opportunities for event promotion.</td>
<td>Childrens playpark greatly needed, long slides, zipwire, climbing frames and tunnels.</td>
<td>Inclusion of pop-up power supplies to enable event use.</td>
<td>Management and maintenance strategy.</td>
<td>Detailed review of Channel Street layout and road provision.</td>
</tr>
<tr>
<td>Greater offer for mountainbike hire / workshops. Easier links to key routes.</td>
<td>Existing arches adjacent to the railway identified as an opportunity for public art (10no).</td>
<td>Consider need of new purpose office space. Small and large business enterprise. Lack of space fit for purpose.</td>
<td>Programme of clearance and improvement works.</td>
<td>Discussion about possible changes to one-way system. As noted above there is little appetite for reversing the direction of Channel Street.</td>
</tr>
<tr>
<td>Link town centre walking trails &amp; wider town centre strategies.</td>
<td>Town Centre Arts Strategy focused on textiles, Yarn Bombing, but consideration of linkages to other town identity features. Temporary and permanent installations.</td>
<td>Building Facade improvement, Bank Close and Toilet Block on Albert Place.</td>
<td>Removal of waste, vegetation and clutter from Gala Water.</td>
<td>Redress pedestrian/ cycle balance</td>
</tr>
<tr>
<td>Consider opportunities for a town ‘ribbon’ or town ‘thread’ linking key destination spaces.</td>
<td>Triangular area at junction of Overhaugh St and High St could be a very attractive seating area (adjacent cafe / bakery?).</td>
<td>Could the ex Salvation Army hall at the west end of Overhaugh St be brought back into use as a venue?</td>
<td>Potentially covering the precinct between Douglas Bridge and Channel Street reinforcing the links to and from Gala Water.</td>
<td>Consider opportunities to remove parking but retain vehicle access</td>
</tr>
<tr>
<td>Lane between Channel and Overhaugh could have a mural to help draw people through.</td>
<td>Backless Benches to be avoided.</td>
<td>Consideration for a new caravan site in Galashiels, missing clientele to the area.</td>
<td>Can a route along the river be created from MacArts to Park Street.</td>
<td>Major surface investment at key locations linked to the Tapestry and Interchange link and Market Square</td>
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<td></td>
<td>Overhaugh St could have ‘artisan’ lighting.</td>
<td></td>
<td>Reinstate Bridge over Sime Place.</td>
<td>Consider opportunities for wide scale improvement and removal of drainage channel through the pedestrian thoroughfare</td>
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<td>Propose Water Festival, lighting, art and fountains</td>
<td>Wheelie Bin Hotspots identified - Environmental audit of town centre to include bins, clutter, surface deterioration</td>
</tr>
</tbody>
</table>
PLACE STYLING - TOWNSCAPE ACCESSIBILITY REVIEW

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 founded. 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.

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**
Warp 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 calicoes, 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
- Chenile
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
- Stationery
- Literature
- Website
- Self promotion
- Digital Media
- Exhibition
- Information graphics
- Packaging
- Interiors
- Advertising
- Video/Moving Image
- Wayfinding

IMPLEMENTATION

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.
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.
**COULTER’S CANDY TRAIL**

**Coulters Candy, Ally Bally Bee**

Coulters 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

SWEETY TRAIL

COULTER'S CANDY TRAIL

Small play feature
Sweety motif in floorscape (stepping stone)

Town Trail
Extensions to town trail

Wall plaque
Route to plaque at cemetery

COULTER'S CANDY TRAIL

SWEETY TRAIL
Further Implementation

**BUS SHELTERS**

![Bus Shelter Image]

**BIKE HIRE FACILITIES AVAILABLE AT THE TRANSPORT INTERCHANGE →**

**INTERACTIVE INFO KIOSKS**

![Interactive Kiosk Image]

**GALASHIELS SHOPPING STREET**

**FURTHER COLOUR CODED NAVIGATION**

![Navigation Images]
Further Implementation

BESPOKE MAP AND VISITOR GUIDE

WAYSFINDING APP

GETTING AROUND

TRANSPORT INTERCHANGE

The town is the transport hub for the region

Public transport

- Galashiels railway station
- Galashiels town centre

Road transport

- A7
- A8
- A9

Air transport

- Edinburgh airport

Download route

RIVERWALK STARTS HERE

10KM FLAT TRAIL

Download route
Sponsoring Local Events

**FASHION FESTIVAL**
Consideration of Existing Branding and Community Organisations

Exemplar Branding

PERU, STOCKHOLM, PARIS