

Walsall Gateways

Walsall Gateways
Design Study - 2005

Presentation & Artwork by Circling the Square

Walsall Gateways

The Gateway Project is part of Walsall's Strategic Corridors & Gateways Regeneration Initiative.

The concept of gateway projects is recognised as a part of the infrastructure necessary to support a sustained programme of economic, social and environmental regeneration. This infrastructure will create the impetus for the creation of new jobs, improving transport connections, attracting new investment to develop brown field sites, strengthening existing communities and attracting new residential development.

Walsall is to create a network of 'gateways' to demarcate the road entry points to the Borough, promote the town centres and railway stations, as well as reflecting the diverse and distinctive qualities of its communities.

Walsall Gateways

The Gateways aim to:

- **Improve the visual quality of the main gateway entry points to the Borough**
- **Development of a distinctive 'brand' for Walsall which promotes the Borough's major assets**
- **Creation of quality environments in key locations that support existing businesses and residential communities, and attract people into the borough of Walsall**
- **Development of local district themes, which help to strengthen local identity and have strong local support**

Themes for gateways will be developed with the local communities on which they impact and will be reflective of Walsall's strengths of the past and present and will echo communities' aspirations for the borough's future.

Walsall Gateways

Design Considerations for the Gateway Features

- Each sign to have a welcome statement, for example would say 'Welcome to Brownhills in the Borough of Walsall'
- Each needs to include Walsall Council Logo & Crest
- Each feature to have its own bespoke section (using the new corporate grid format) dedicated to images, e.g. Walsall landmarks, symbols of heritage and culture, local aspirations relevant to each individual town and neighbourhood.
- The overall shape, style and impact of the gateways will differ from each location, i.e. boundary entrance, train station or town centre.

The design process will be led by Artist, Tim Ward, who will consult with communities from each of the Neighbourhood Areas to produce locally distinctive designs which are representative of Walsall's strengths, cultures and history.

Walsall Gateways

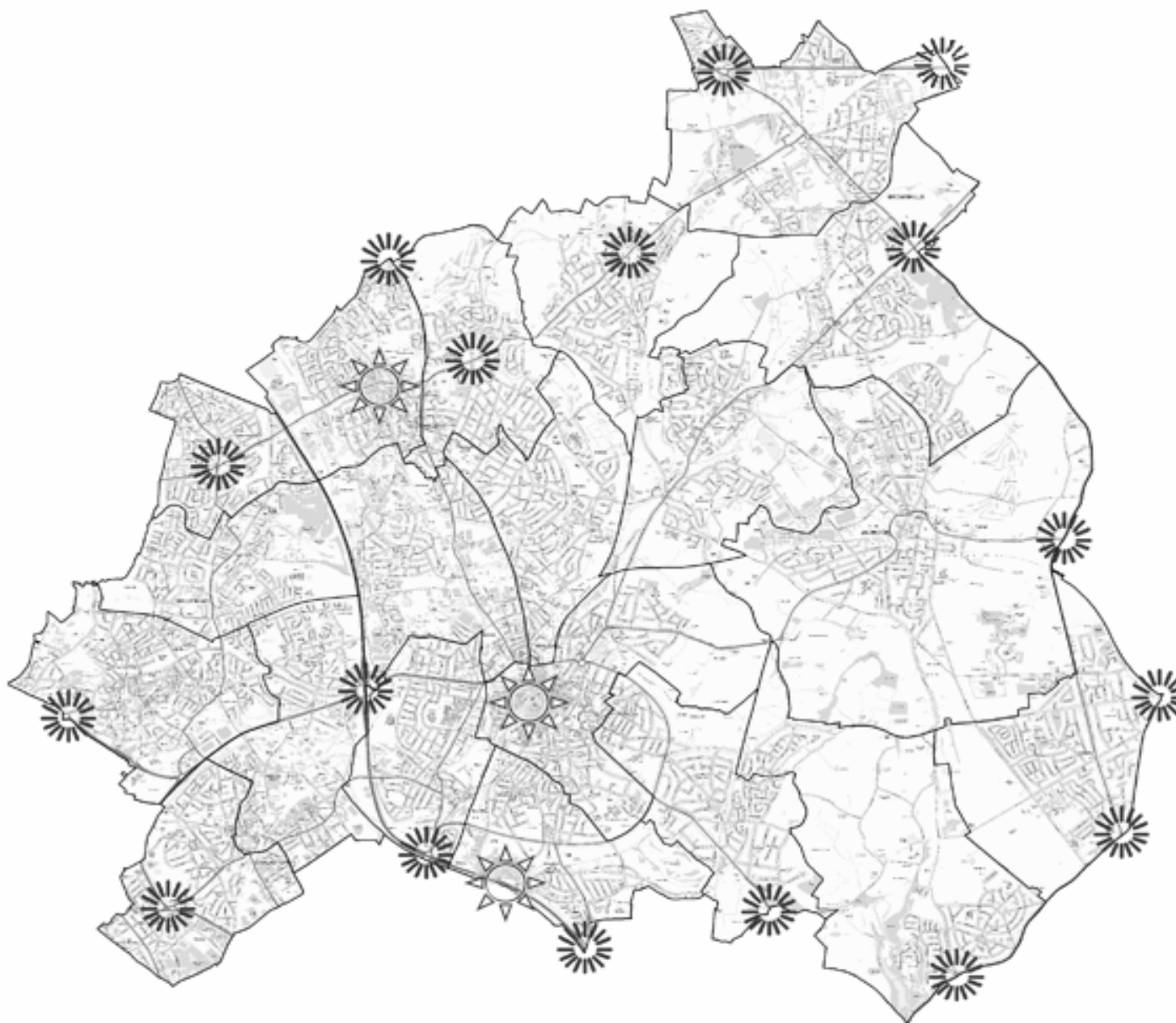
Borough Boundary Gateway Features

These gateway Features will relate to the LNP areas in which they located and will have the text, for example;

‘Welcome to Pheasey in the Borough of Walsall’.

Each sign to have its own bespoke section (within the sign) dedicated to images, e.g. landmarks, symbols of heritage and culture, local aspirations relevant to each individual area. The nine LNP areas are:

- **Brownhills Aldridge North**
- **Pelsall and Rushall-Shelfield**
- **Blakenall and Bloxwich**
- **Aldridge South and Streetly**
- **St. Matthews and Birchills Leamore**
- **Willenhall**
- **Dalaston**
- **Palfrey and Pleck**
- **Pheasey and Paddock**



Proposed location of Gateway Features



Station Features

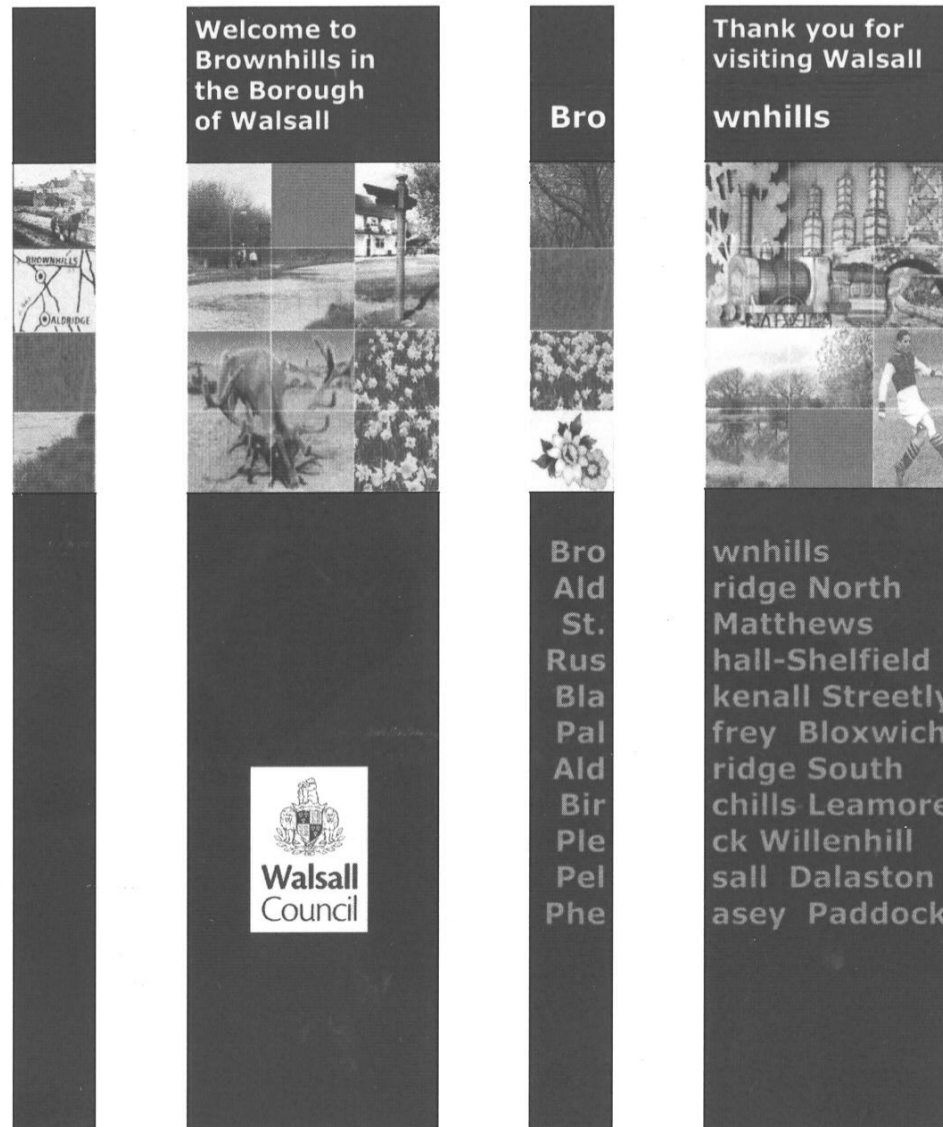


Examples of existing entrance signs to Walsall



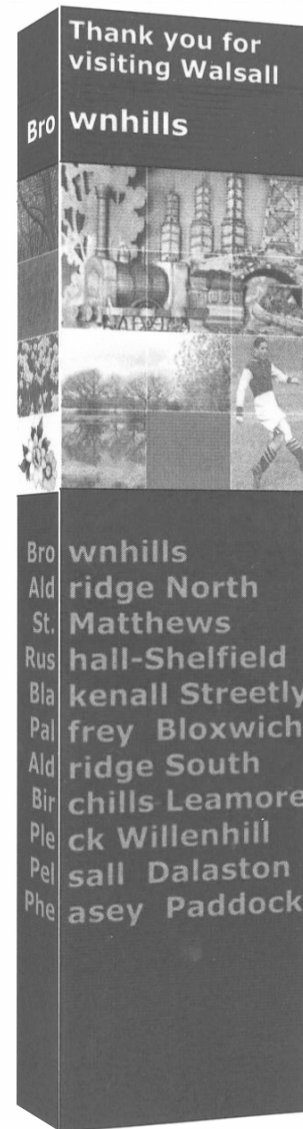
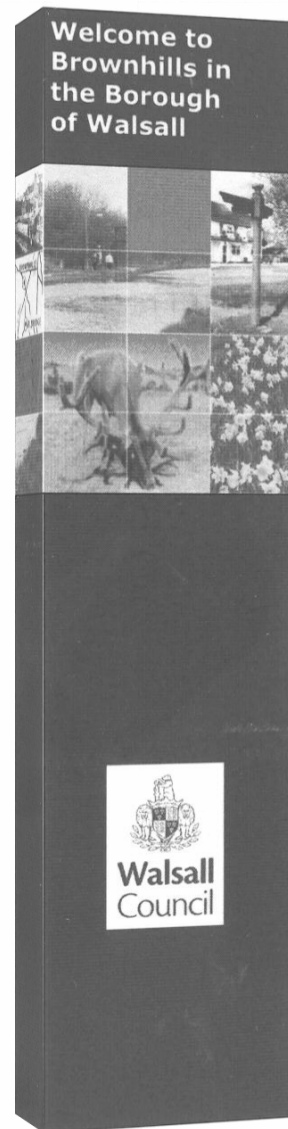
Examples of existing entrance signs to Walsall

Walsall Gateways Boundary Features—Brownhills Aldridge North



3 Dimensional tall rectangular beacon features announcing the road entrances to the Borough. The features are to be constructed in a modular panel format for ease of future changes. The materials used are vitreous enamel for the top & bottom panels and 4 colour photographic anodising imaging on aluminium panels for the middle graphic section. The panels are to be fixed to a steel sub-structure with steel plinth installed onto a concrete base. Overall approximate dimensions of the feature are: 3500mm high, 700mm wide and 240mm deep.

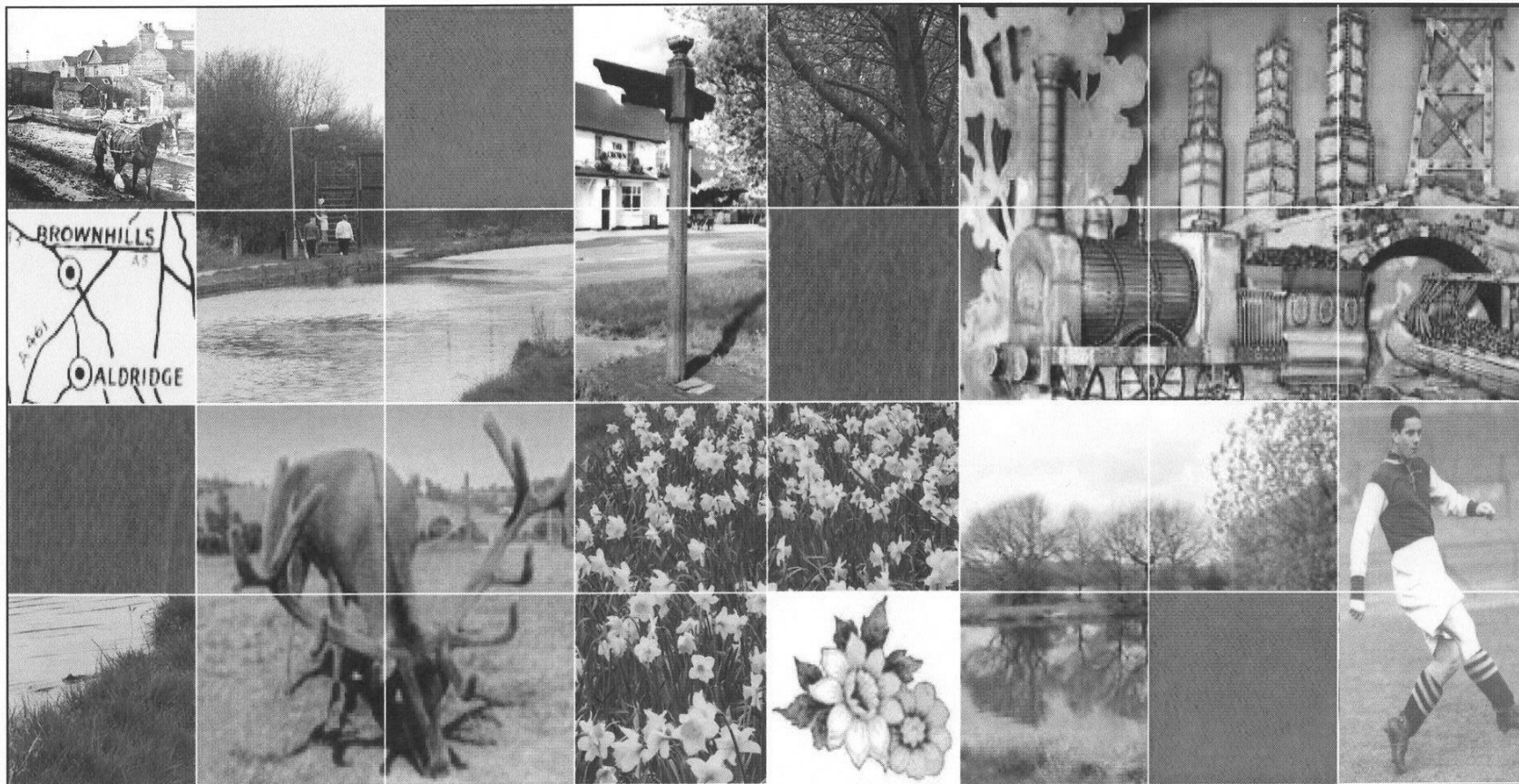
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Walsall Gateways Boundary Features-- Brownhills Aldridge North

Some themes suggested for the signs in the Brownhills Aldridge North consultations were; Canal – there are two major canal junctions in Brownhills, Deer (Red) – this animal is seen on the common and the roundabout at the junction of the A5 & A452, Brick making in the 19th Century – this mainly relates to Aldridge North, Railway Heritage, Wild flowers. Other images included are Dickie Dorset—a famous footballer from Brownhills and the old recorded finger post in the country.



Walsall Gateways Boundary Features-- Willenhall

Some themes suggested for the signs in the Willenhall are; – the key and Lock industry associated with Willenhall, St. Giles, Portobello War Memorial, images produced by the local primary school showing Sikh symbols, the clock tower, faces of children and an aerial map of the town.



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Railway Station – 3No Welcome Features

These Features located at the three main railway stations in the borough of Walsall. The signs will include Walsall Council Logo & Crest (using the newly developed corporate guidelines for these items). These Features will also have these own bespoke section (within the Features) dedicated to images, e.g. landmarks, symbols of heritage and culture, local aspirations relevant to each individual area where the stations are located.

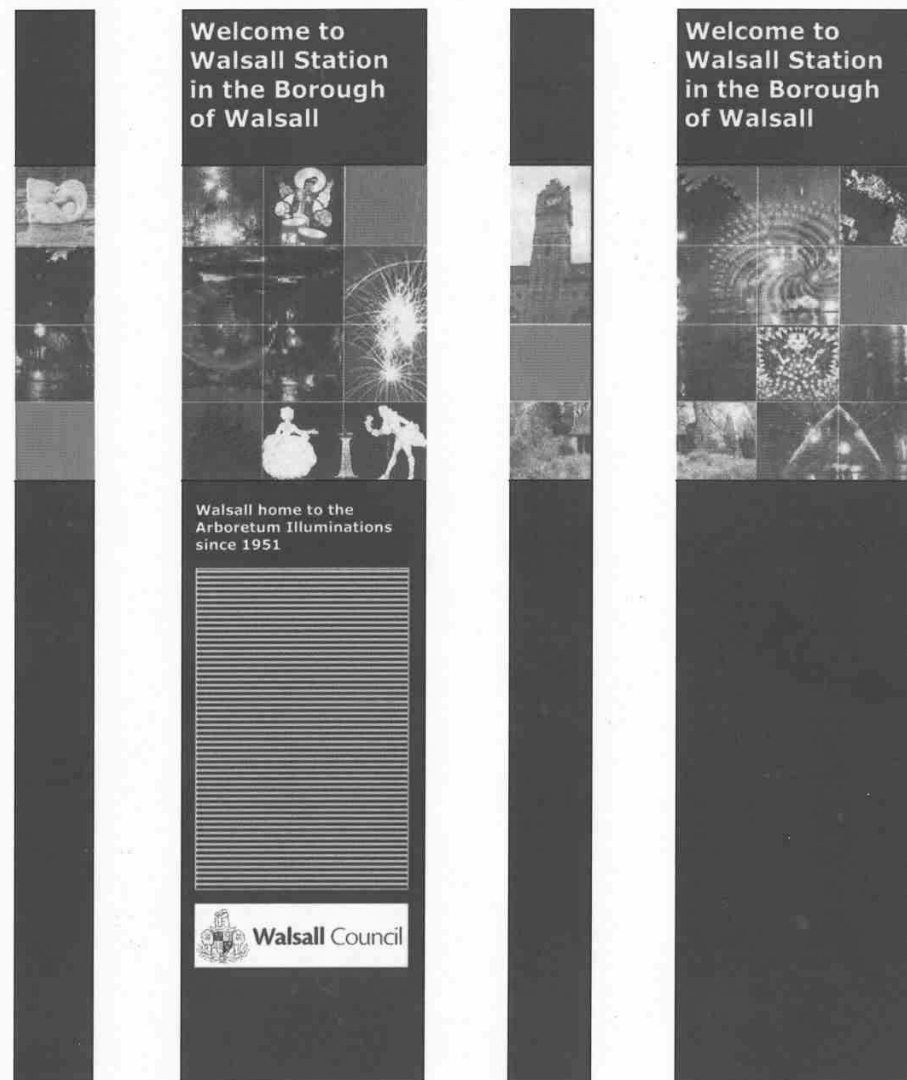
The three stations are:

- **Bloxwich**
- **Walsall**
- **Bescot**

View of Bloxwich Station

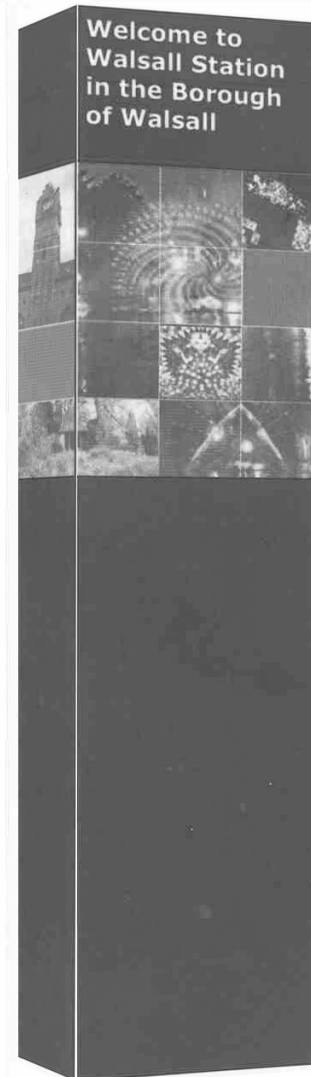
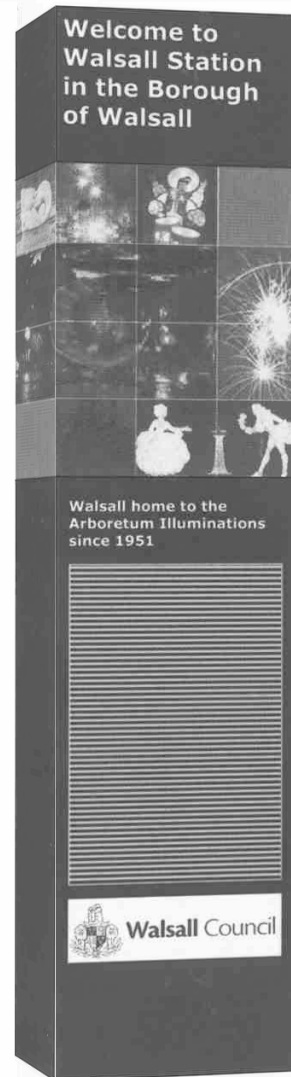


Walsall Gateways Railway Station Features—Walsall Station 2: Illuminations



3 Dimensional tall rectangular beacon features welcoming visitors and local people to the three railway stations. The features are to be constructed in a modular panel format for ease of future changes. The materials used are be vitreous enamel for the top & bottom panels and 4 colour photographic anodising imaging on aluminium panels for the middle graphic section. The panels are to be fixed to a steel sub-structure with steel plinth installed onto a concrete base. Overall approximate dimensions of the feature are: 3500mm high, 700mm wide and 240mm deep.

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Walsall Gateways-- Railway station Designs Bloxwich

The suggested theme for the signage at this railway station would be to reflect the annual carnival held in Bloxwich. The Bloxwich Carnivals began in 1919 probably as part of a number of events celebrating the peace and attempting to bring some joy into the lives of the community following the horrors of the First World War. This theme would provide a strong local identity to the signs which is particular to Bloxwich.





View of Bescot Station

Walsall Gateways-- Railway station Designs Bescot

The suggested theme for the signage at this railway station would be to feature the Walsall Football Club located in the Bescot Stadium adjacent to the Station. The Walsall Football Club founded in 1877 has a long history and strong association with local people. The Club also, with partners such as Walsall MBC, supports local community initiatives by running youth sports activities with groups such as the Junior Saddlers, houses an evening centre and study support sessions for young people.



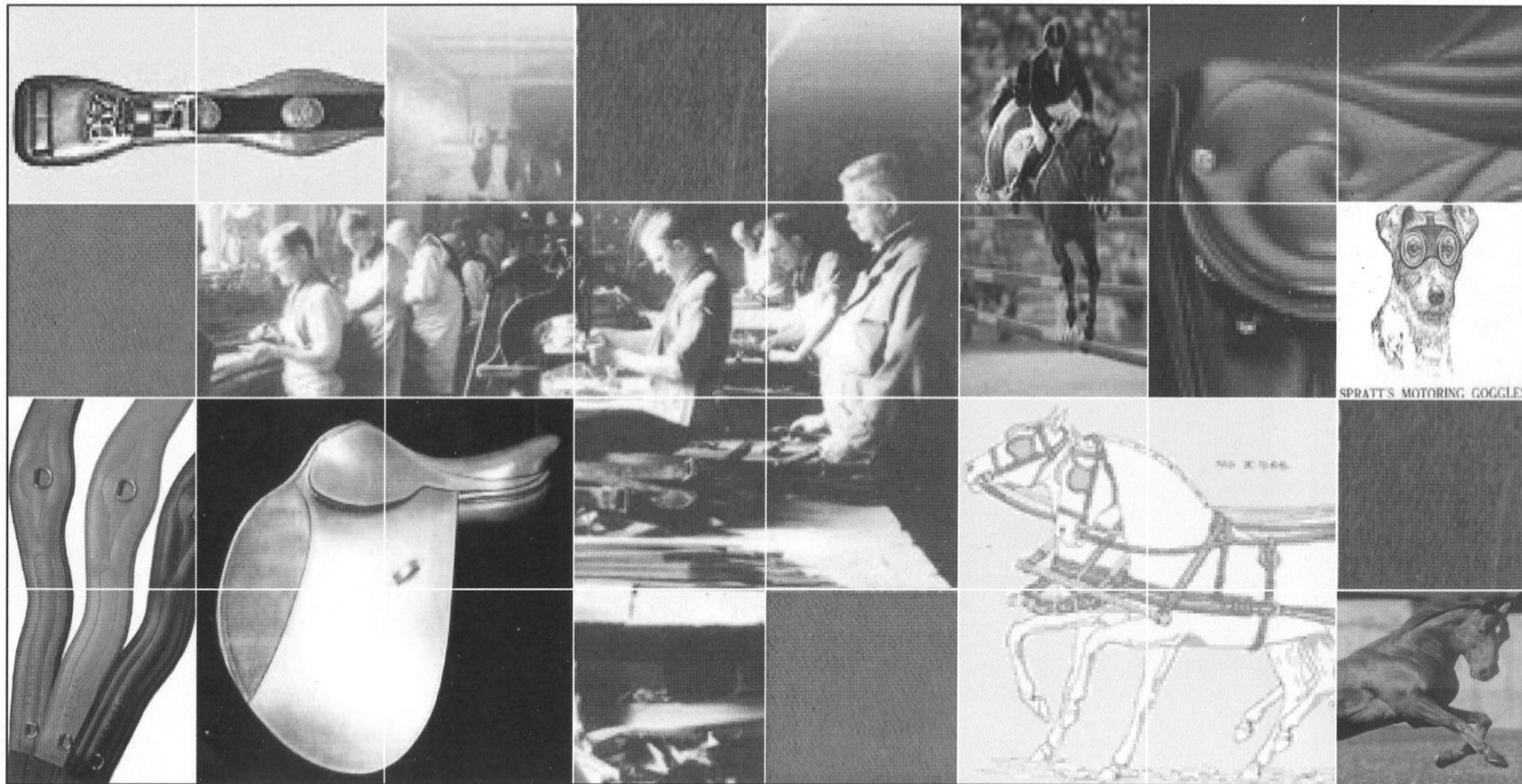


View of Walsall Station

Walsall Gateways-- Railway station Designs option 1

Walsall Station being the main railway station in the borough could have a number of welcome sign all with different themes highlight various aspects of Walsall heritage and culture. The suggested theme for this sign would be to celebrate Walsall's leather industry, in particular its history of saddlery and harness making.

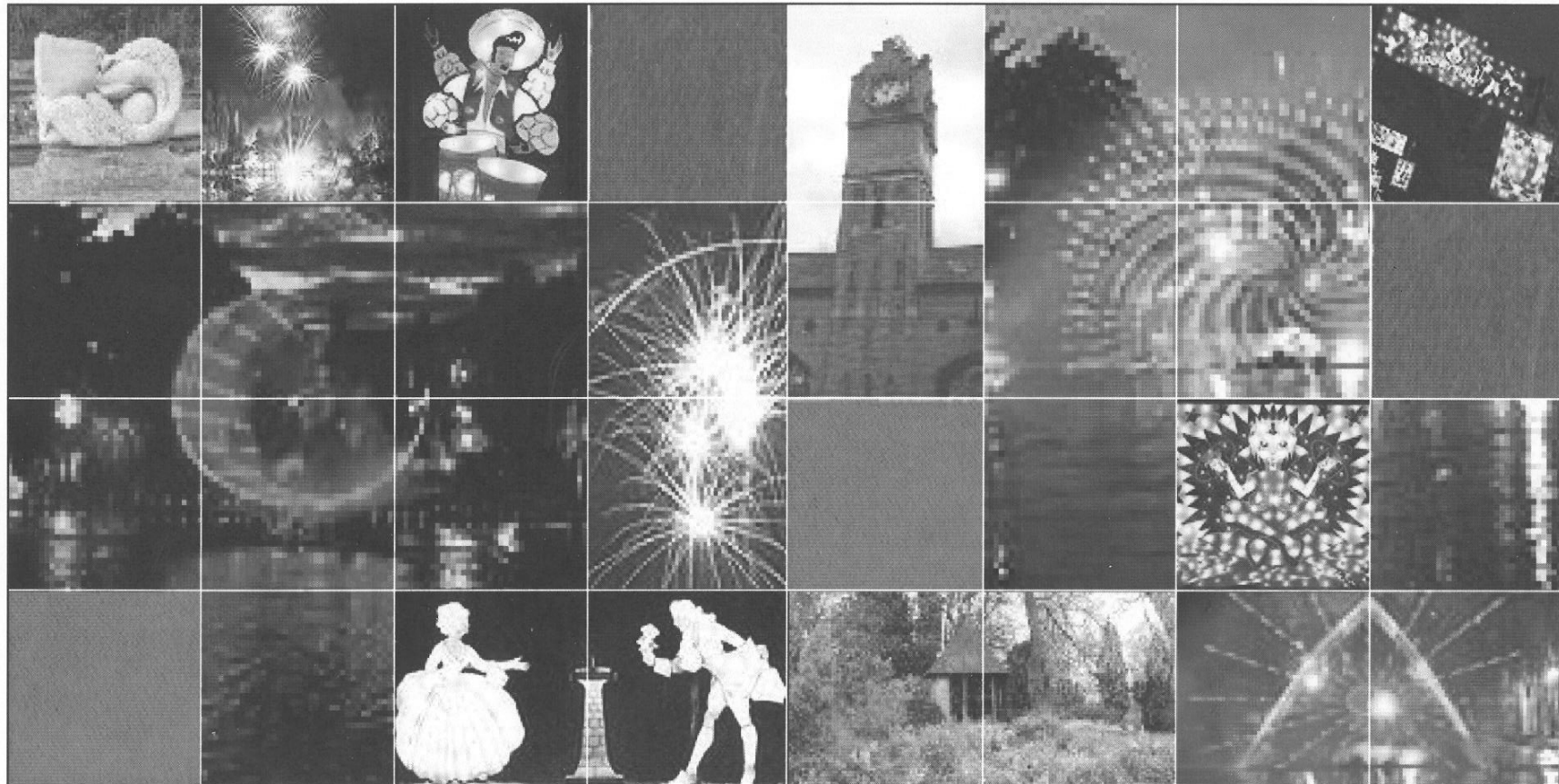
Other potential themes for signs at Walsall Station include; the Arboretum Illuminations, Walsall's street markets, Walsall's art and culture.



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Walsall Towns. Features

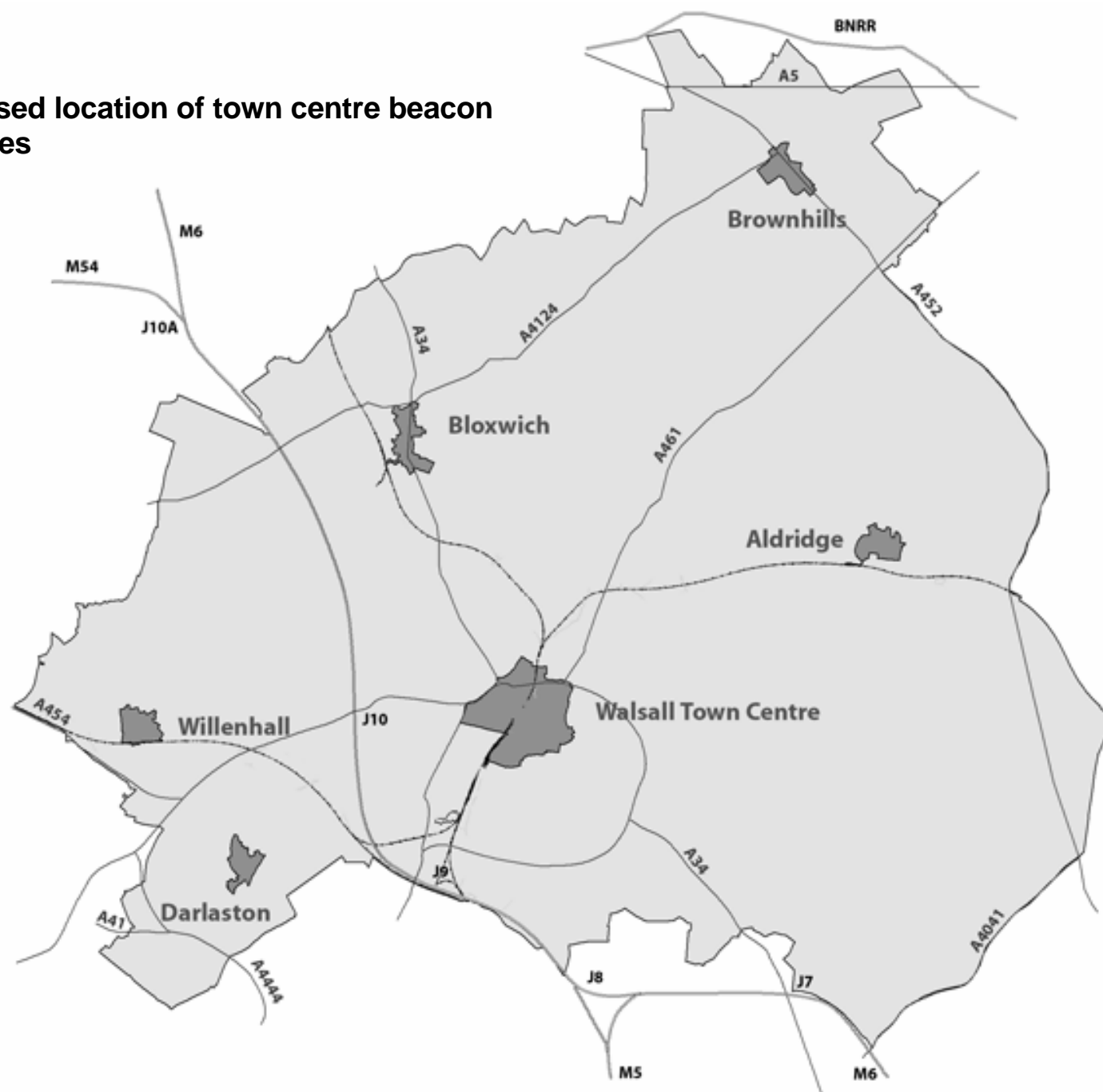
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own bespoke section (within the sign) dedicated to images, e.g. landmarks, symbols of heritage and culture, local aspirations relevant to each individual town and location. They will be located in the following 6 towns:

- Brownhills
- Aldridge
- Walsall
- Bloxwich
- Willenhall
- Darlaston



**Proposed location of town centre beacon
Features**

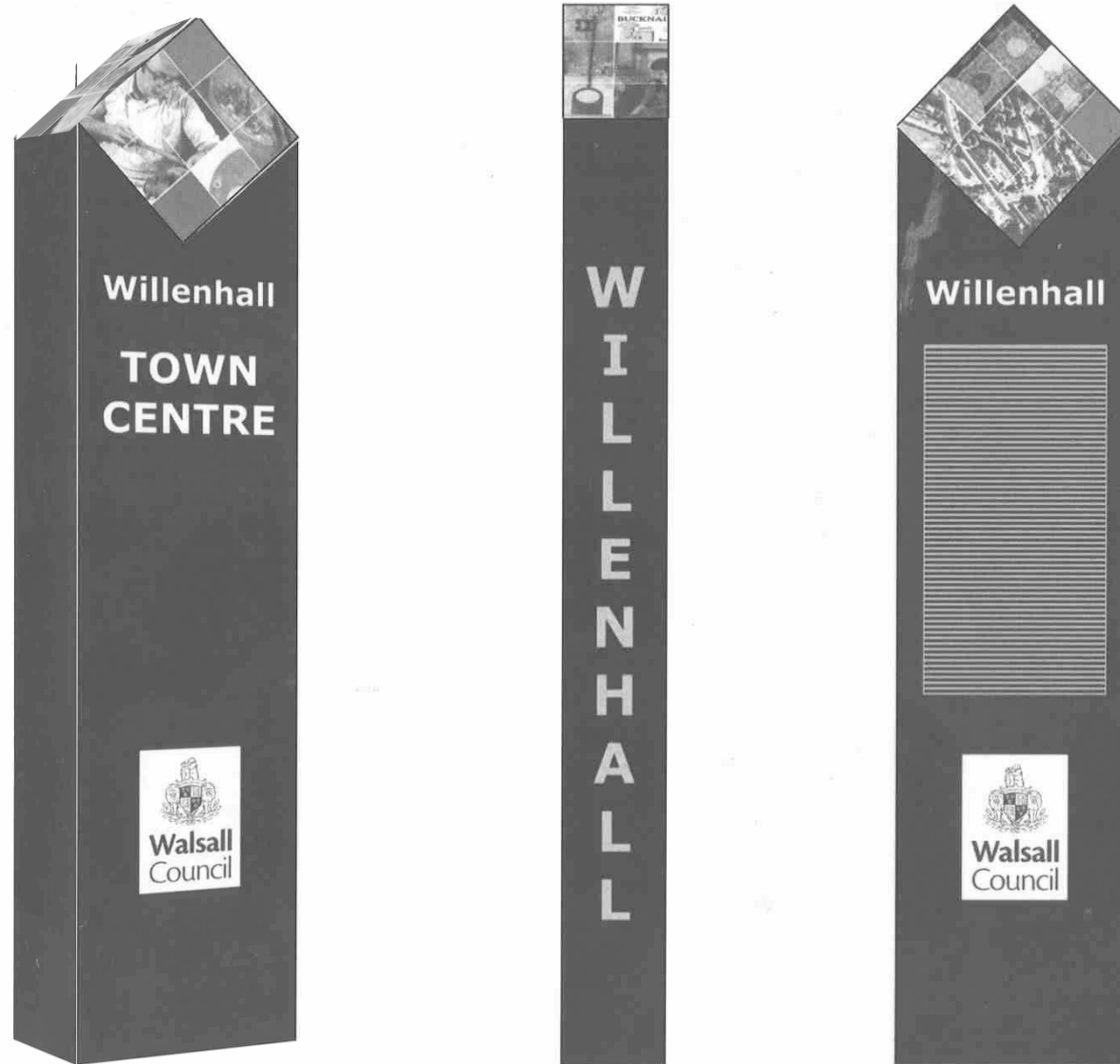


Walsall Gateways Town Centre Features—Willenhall



3 Dimensional tall rectangular beacon features welcoming local people and visitors to the six town centres. The signs to be constructed in a modular panel format for ease of future changes. The materials used are vitreous enamel for the top & bottom panels and 4 colour photographic anodising imaging on aluminium panels for the middle graphic section. The panels are to be fixed to a steel sub-structure with steel plinth installed onto a concrete base. Overall approximate dimensions of the feature are: 3000mm high, 700mm wide and 240mm deep.

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