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p1

Study for colour

Visual study to show where the colour palette is derived from.













Typeface

The typeface used is called Niveau Grotesk. This is a modern sans serif typeface, readable and clear. It's design is inspired by late 19th century fonts. It has an architectural look and works well for headlines and bodytext. Niveau Grotesk regular
NIVEAU GROTESK REGULAR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0123456789 – £@–!?

Niveau Grotesk Bold NIVEAU GROTESK BOLD CAPS Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz 0123456789 – £@—!?

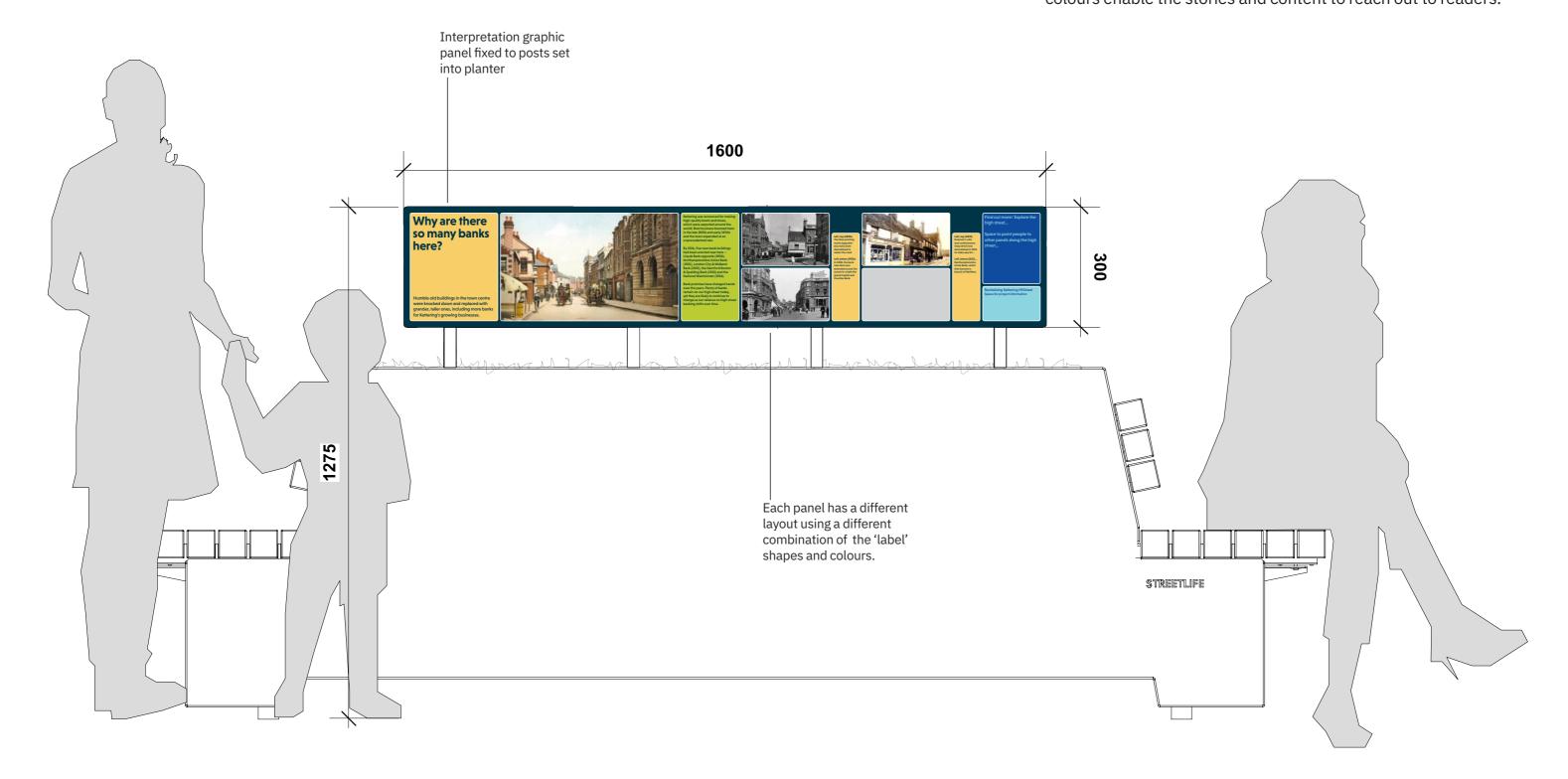
The town the Gotch built before 1890s The town the Gotch built before 1890s

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Panel fixed into planter

Visual placing an example panel in elevation

Design note: The graphic layout is a nod to shoebox labels – varying sizes, rounded corners. The intention is to create a modern, colourful design within a simple framework that will stand the test of time. The dark colour background will help ground the panel visually within the streetscape and the bright colours enable the stories and content to reach out to readers.



Primary image box,

on the image

varies in width depending

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p3

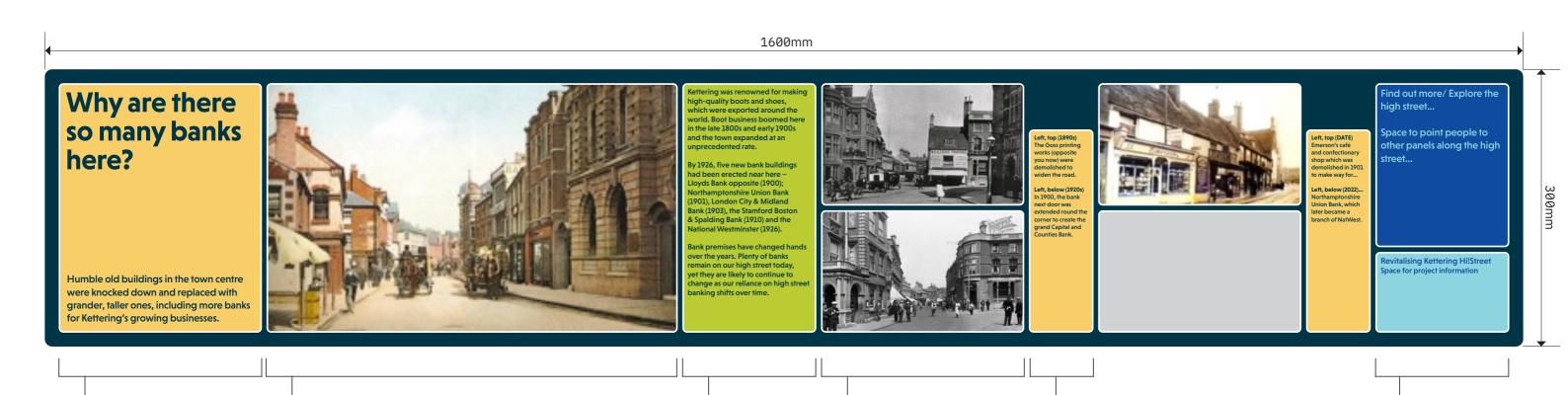
Special boxes

Top: Find out more

Bottom: Project partners

Panel 1

Artwork layout



Text box, 145mm wide

(106 words shown here)

Bodytext 24pt

Secondary images, varies

in width depending on the

Captions, 70mm wide Text 19pt

Title box, 220mm wide

Panel header (top) 88pt

Standfirst (bottom) 32pt

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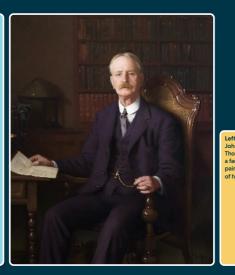
Panel 2

Artwork layout

1600mm

Kettering – 'the town that Gotch built'

The building facing you was built as the London City & Midland Bank in 1903. The architect was John Alfred Gotch (1852– 1942) who designed many of the buildings in the town.



the early days of banking and the boot industry in the town, which enabled John Alfred to make his mark here. His buildings in Kettering include factories, shops, offices, banks, schools, pubs, houses, the former Liberal Club on Dalkeith Plac and the Alfred East Art Gallery.

can spot some of Gotch's buildings by their tall Tudor chimney stacks, Elizabethan strapwork on roof balustrades and scrolls around names of buildings. Perhaps his most recognisable signature is an adaptation of the Venetian window containing a round arch in the centre.



ohn Alfred Gotch
vas an expert on
istoric architecture.
te borrowed ideas
rom the late 1700s
nd early 1800s in
is designs.

eff



Find out more/ Explore the high street...

Space to point people to other panels along the high street...

Revitalising Kettering Hi!Street

Information is always anchored towards the bottom edge

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р5

Panel 3

Artwork layout

Some varying heights introduce rhythm

1600mm Find out more/ Explore the high street... Space to point people to GRANADA KETTERING other panels along the high Granada Theatres in 1948. By the 60s, top bands were performing THE WHO TRAFFIC Gala Bingo took over the venue in 1974. TREMELOES The Regal Cinema was built to the designs of George Coles and was officially opened on Boxing Day 1936. Sunday night stage shows in the 1940's featured acts such as Flanagan & Allen, the Crazy Gang and Vera Lynn. While this building closed its doors to the public in 2018, it is still the source of many fond memories for the people of Kettering. GBANADA KETIERING phone 3232
Tomorrow On Stage 7 o'c 9.10 ROLLING THE AMERICA TO STONES RONETTES SWINGING BLUE JEANS

Entertaining Kettering

Thousands of people have had a fabulous time in this building over many decades as a cinema, live venue and bingo hall.

Did you ever go inside?





Memoria- DAVE BERRY and the CRUISERS MARTY WILDE and the Wildcar

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р6

Panel 4

Artwork layout



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| p7

Panel 5

Artwork layout

1600mm What's in Find out more/ Explore the high street... a name? Space to point people to other panels along the high

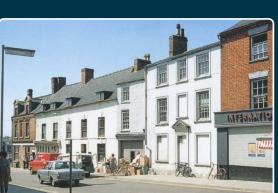
Meadow Road has had several names over the last 400 years. And plenty of different occupants too.

Take a wander down to Meadow Park at the bottom of the road. You'll be wandering through history...



oday the north side of the street is nostly just a wall, but over 100 years go, there was a bike shop right

Can you spot where the bike shop once was in this later photograph o Meadow Road from the 1960s?



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Panel 6

Artwork layout

Nature. In the town centre?

| Meadow Read leads down to a green space known as Meadow Park. Take a wanted rown and find out what's living there today, not far from the town centre.

| Meadow Read leads down to a green space known as Meadow Park. Take a wanted rown and find out what's living there today, not far from the town centre.

| The Council is keen to encourage biolidoversity in Kettering town

Greenery has always been important to Kettering, even in and around the bustling commercial high street. There's nature present here, if we look for it.

he view in (YEAR)
om the meadows,
ooking up towards
he town. The spire
the medieval
hurch of Saint Peter
Saint Paul.

The Council is keen to encourage biodiversity in Kettering town centre. These planters have been filled with species designed to attract bees, butterflies and other insects.

Take notice of what's around you. What greenery can you see here today? evitalising Kettering Hi!Street

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р9

Panel 7

Artwork layout

1600mm

The (new) Old White Horse

Pubs and shops don't last forever. Businesses have come and gone from this high street.



the view across this freet in the 1800s.

THE LOWDON CENTRAL MEAT THE LOWDON CENTRAL MEAT with the lower public house. Bight learn was the control the corner of the ligh Street and turkoe Place.

But high streets change. In 1901
[1904?] the Old White Horse and
shops began to be demolished, to
be replaced by four shops and a
brand new pub for Phipps Brewery.

The new pub and shops were
designed by John Alfred Gotch,
using many of the decorative details
he was known for, such as elaborate
stone carvings and round-arched
windows.

The pub was popular with printers

The pub was popular with printers and journalists from the Evening Telegraph whose offices were in nearby Dryland Street. After the pub closed in 1959, the building became Burton menswear shop until 2019.



Find out more/ Explore the high street...

Space to point people to other panels along the high street...

vitalising Kettering Hi!Street

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p10

Panel 8

Artwork layout

Remembering
Woolworth's

The building fixing you was branch
of Vivolundin's between 320 and
200° when Woolworth's closed its
and first harden.

American in role first, the Woolworth's
building fixing you was branch
of Vivolundin's between 320 and
200° when Woolworth's closed its
and first harden.

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building fixing you was a branch
of Vivolundin's between 420 and
200° when Woolworth's closed its
and granth first harden.

The building fixing you was a branch
was first first building
over years, but have a firm facultie
of Certaining his his developed
of Corporation of the high street.

The building fixing you was a branch
was first faculties
of Certaining his his developed
of Corporation of the high street.

The building fixing you was a branch
was first faculties
of Certaining his his developed
of Corporation of the high street.

The building fixing his high street.

The building fi

single or choosing treats from the famous

pick 'n' mix counter?

25.5.22

p11

Panel 9

Artwork layout

Glimpses of Kettering past

Large scale demolition and redevelopment in the 1960s and 70s changed the character and appearance of this part of Kettering. But at what cost?



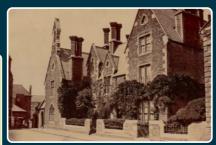
photograph from 1937 shows what this area once looked like and the extent of the changes [we need to annotate this to explain the buildings that have gone]. Bakehouse Hill which was at the bottom of Gold Street has disappeared

1600mm

Opposite you stood Kettering Grammar School between 1856 and 1913, when it relocated to Bowling Green Road.

On the north side of Gold Street (now the Newlands Centre) there once stood a row of Victorian terracotta-faced buildings by John Alfred Gotch. The Victoria Hall was replaced in 1936 by an Odeon Cinema in an Art Deco style.

hould towns like Kettering be onstantly altering their appearance? Or there is there something to be aid for retaining historic buildings?



high street...

Space to point people to other panels along the high street...

Revitalising Kettering Hi!Street
Space for project information

Find out more/ Explore the



25.5.22

p12

Panel 10

Artwork layout

1600mm

Crosses, chain stores and churches

At the crossroads of Gold Street and Silver Street stood one of Kettering's four market crosses in 1587. But it wasn't a church cross. On the site of the medieval market cross – which permitted merchants to trade here – there have been various businesses over the years.

Hitchman the chemist's can be seen in photographs from the 1920s. In 1933, it was replaced by a striking building faced with white terracotta, originally a Burton menswear shop. By the 1960s it had become a carpet shop.



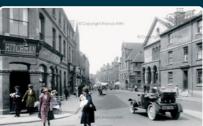




Although Gold Street has changed a great deal, you'll still find the Fuller Baptist Church here, built in 1861. The tomb of the Revd Andrew Fuller (1754–1815) is at the back. Fuller and another important missionary, William Carey, co-founded the Baptist Missionary Society in 1792 in what is now Carey Mission House on Lower Street.

The Baptist minister William Knibb, a famous campaigner for the abolition

The Baptist minister William Knibb, a famous campaigner for the abolition of slavery, was born in Market Street in 1803. Later, freed slaves of Jamaica built him a house in appreciation and named it Kettering.



Find out more/ Explore the high street...

Space to point people to other panels along the high street

evitalising Kettering Hi!Street