

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 – £@—!?

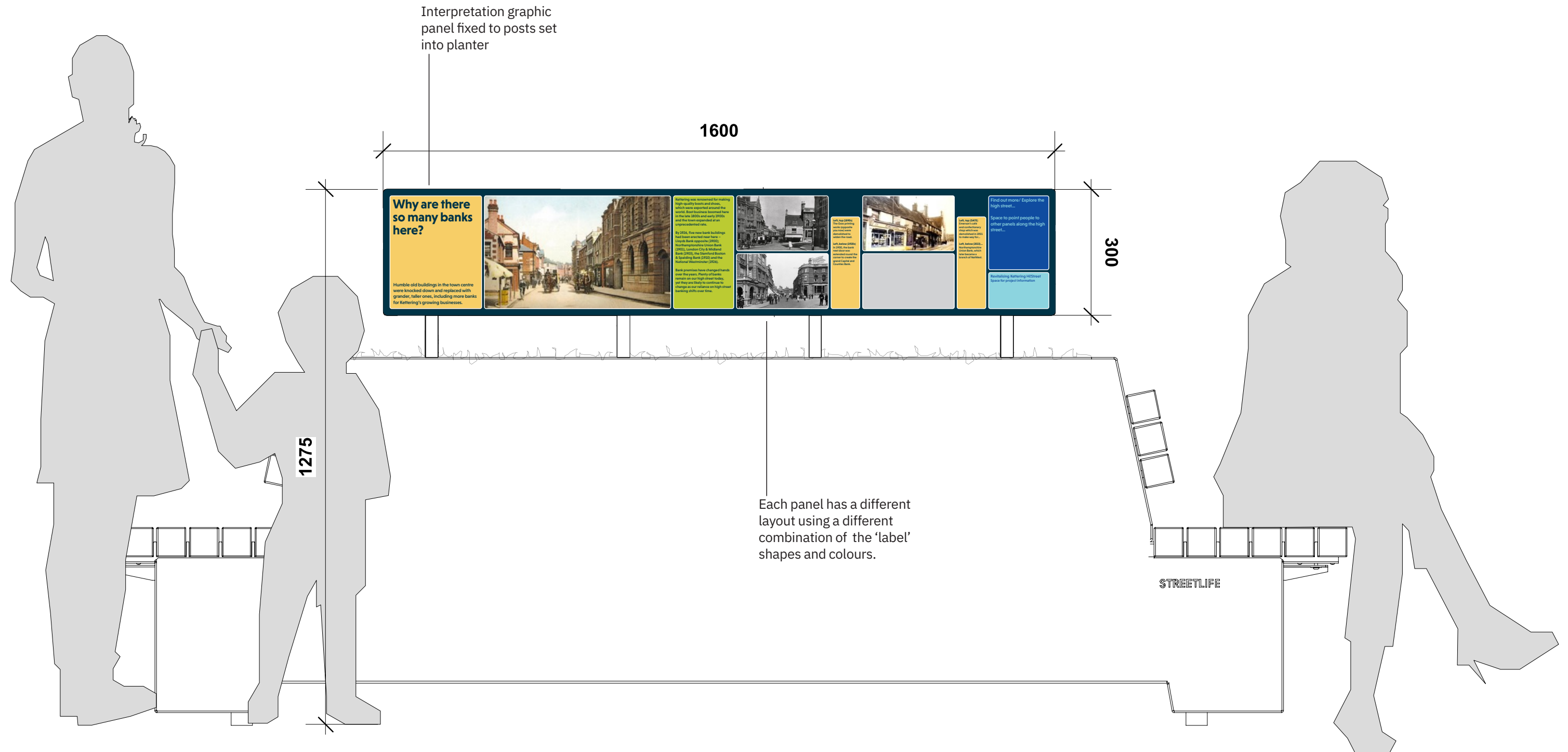
Niveau Grotesk Bold  
NIVEAU GROTESK BOLD CAPS  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz  
0123456789 – £@—!?

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

## Panel fixed into planter

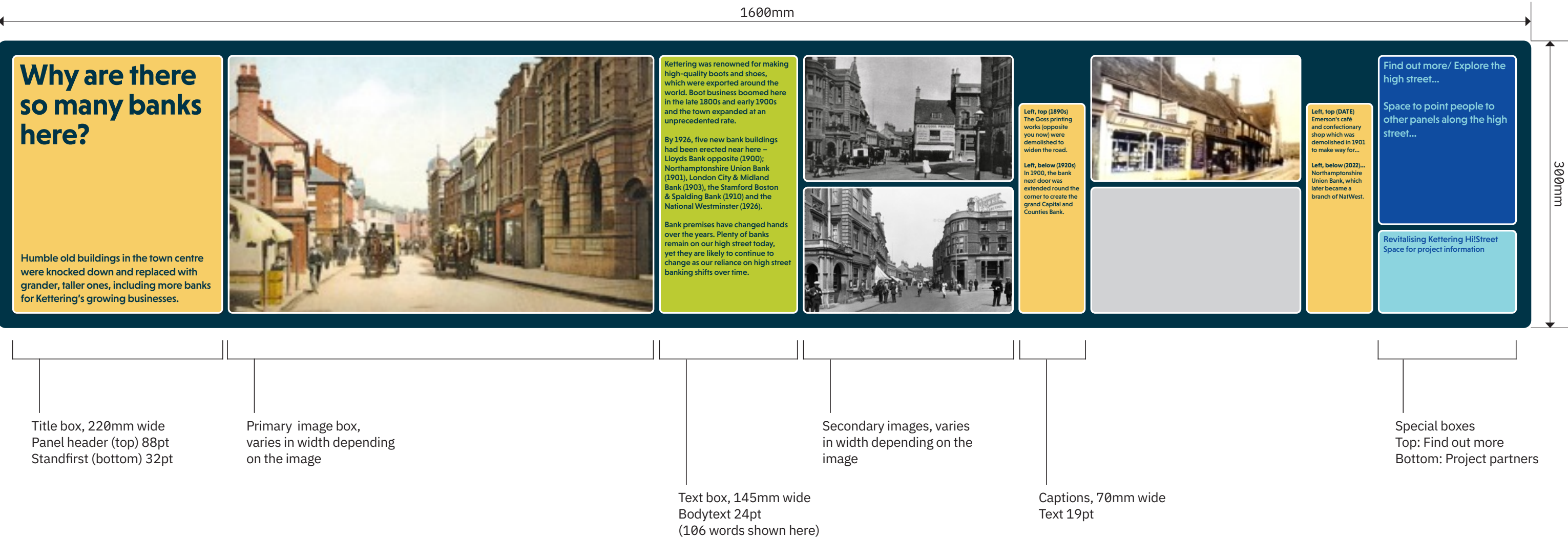
Visual placing an example  
panel in elevation

**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.



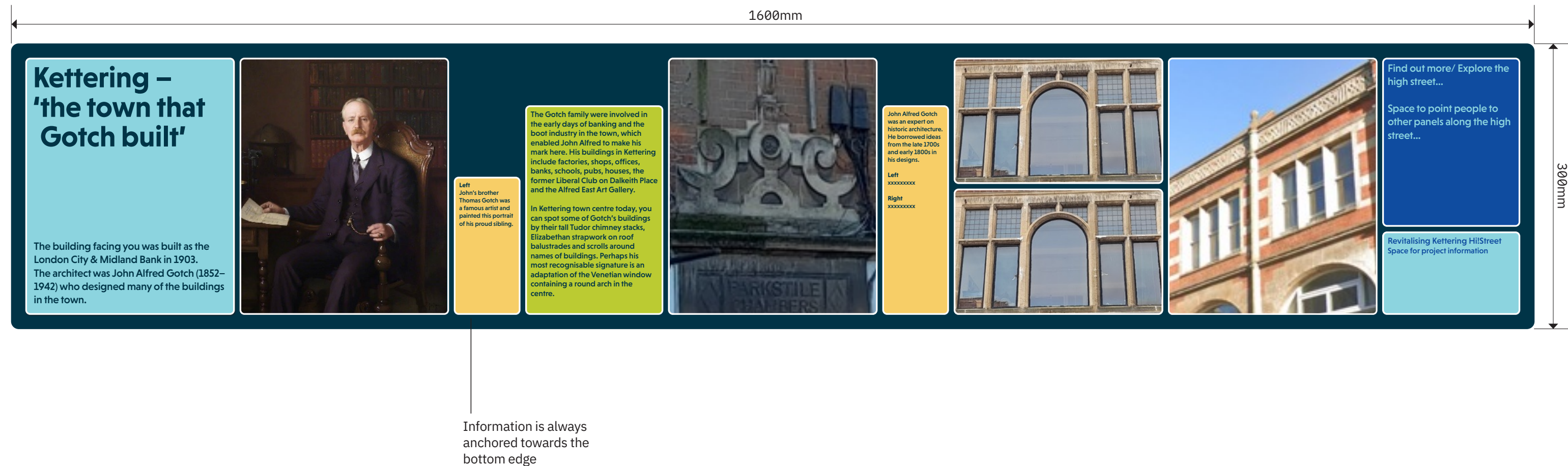
Panel 1

Artwork layout





## Artwork layout



Panel 3

Artwork layout

Some varying heights  
introduce rhythm


1600mm

300mm


# 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?



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 1940s featured acts such as Flanagan & Allen, the Crazy Gang and Vera Lynn.




Left  
The neon halo was visible for miles around and the interior had 2000 luxury seats.

Right  
xxxxxxxxxxxx

The Regal was taken over by Granada Theatres in 1948. By the 60s, top bands were performing here.

Gala Bingo took over the venue in 1974.


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.



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Panel 4


Artwork layout

1600mm

300mm

### Centuries of trading, right here on this spot

Kettering received a Market Charter from King Henry III in 1227 and it's been a thriving market town ever since.



Left

The road layout of Kettering today is still very similar to a map from 1587.

Standing at this crossroads 500 years ago, you would have been able to see the market cross. One of four such crosses in Kettering, it gave merchants the right to trade here.

The road opposite was once called Mill Lane, so the cross was known as the 'Myllane Cross'.

Kettering has put up (and taken down) countless buildings over the centuries. Many were lost in serious fires in 1744 and 1766. Others were demolished and rebuilt in a grander style around 1900 due to the wealth brought by the boot and shoe industry.

Yet more were sacrificed for the large-scale redevelopments of the 1970s.

Left, top

Town plan, 1791

Left, below

First OS map, 1887

Despite the many changes to the town's businesses, the street pattern in central Kettering has remained virtually unchanged for hundreds of years.

Nobody knows what will happen to our high street in the future, but there's every chance the medieval layout of the town will endure for generations to come.

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Panel 5


Artwork layout

1600mm

300mm

### What's in a name?

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




In the 1600s, it was called Mill Lane, after a nearby hemp mill.

Later is was called Goosepasture Lane after a small common stocked with geese at the west end.

By 1884 is was known as Gas Street, after the gasworks that were built at the bottom of the road on Northfield Avenue.

Today it's called Meadow Road.

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




Left  
Here's John Bosworth standing in the doorway of his business (1902).

Right  
xxxxxxxxxxxx

Today the north side of the street is mostly just a wall, but over 100 years ago, there was a bike shop right here.

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



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Panel 6


Artwork layout

1600mm

300mm


### Nature. In the town centre?

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.




**Left**  
The view in (YEAR) from the meadows, looking up towards the town. The spire is the medieval church of Saint Peter & Saint Paul.

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



**Left**  
Kettering and District Natural History Society was founded in 1905. Their coach trips in the 1950s and 1970s (pictured) took people out into nature, to experience the countryside first hand.



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?

Find out more/ Explore the high street...

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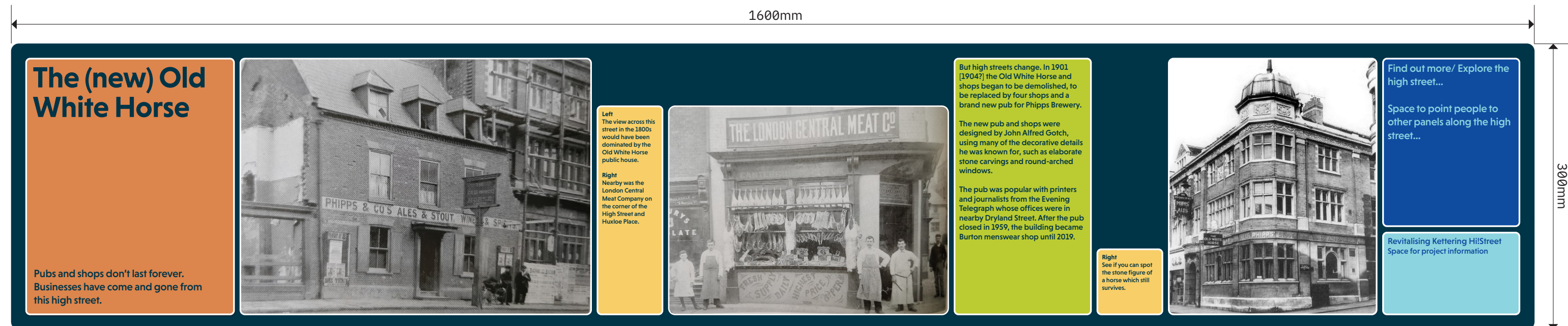
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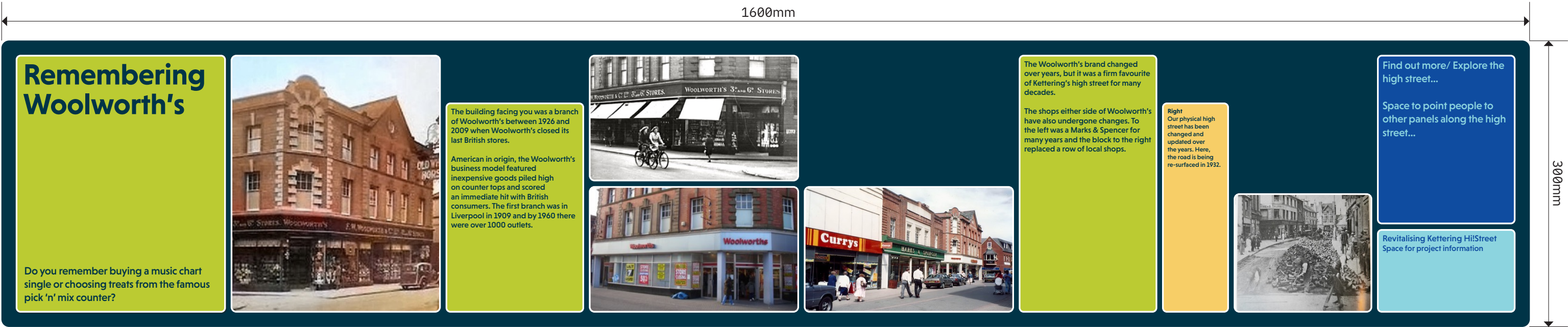
## Panel 7

## Artwork layout



Panel 8

Artwork layout



## Artwork layout





Panel 10

Artwork layout

1600mm

300mm

### 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.






Image captions  
xxxxxxxxxxxxxxxxxxxx

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 of slavery, was born in Market Street in 1803. Later, freed slaves of Jamaica built him a house in appreciation and named it Kettering.





Image captions  
xxxxxxxxxxxxxxxxxxxx

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