

# Berwick Wayfinding: Access and wayfinding from Berwick Station to Berwick Town Centre

JUNE 2018

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**It is widely recognised that quality public spaces in towns and cities have a direct impact on people’s positive experiences of place and enhance the economic vitality that is so important for historic towns like Berwick-upon-Tweed. People care about their historic environment but need it to harmonise with life in the 21st century.**

From: Tweed & Silk: A Public Realm Strategy for Berwick-upon-Tweed

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## Introduction

Berwick-upon-Tweed is the northernmost town in England, sitting 3 miles south of the Scottish Border on the mouth of the River Tweed. Through its location, it was central to the historic border wars between England and Scotland. This is reflected in Berwick's heritage and some of the town's most notable architecture which includes town walls, Elizabethan ramparts and Britain's earliest barracks.

The combination of its unique location and history coupled with a vibrant cultural offer, presents Berwick-upon-Tweed as a potentially important and successful visitor destination. In recognition of the economic and social benefits which can be gained from a vibrant visitor economy, Berwick Town Council in collaboration with its partners and stakeholders, has set out an ambition to fully realise the town's tourism potential through a combination of product developments, innovative marketing and visitor welcome infrastructure improvements.

### Context

Visitors to Berwick, especially when visiting for the first time, need assistance to help them understand what the town has to offer and where key destinations and attractions are located.

People who become lost and frustrated, may feel insecure and unwelcome and as result, are inclined to leave prematurely and unlikely to return. It is therefore critical that within the first twenty to thirty minutes of arrival, the latent interest of visitors is captured and converted into a strong desire to explore, do more, spend more, stay longer and experience the town and its offerings. This will be achieved by an engaging and inspiring visitor welcome infrastructure based on the fundamental of a consistent, coherent and high quality pedestrian wayfinding and signage system.

### The Brief

The current pedestrian wayfinding provision within Berwick-upon-Tweed is dilapidated, inconsistent, uninspiring and outdated and does little to support the town's economy. The requirements of this brief, ultimately seeks to replace the existing signs with a single effective system that will provide high quality wayfinding guidance with the specific outcomes of:

- Communicating the towns assets through wayfinding and inspiring visitors to explore and discover
- Making it easier for visitors to find what they are looking for, with a focus on:
  - Attractions (e.g. Barracks and Maltings Arts Centre)
  - Retail (e.g. Marygate, Bridge Street)
  - Environment (e.g. Riverside and beach)
  - Heritage (e.g. Town walls and ramparts)
  - Leisure tourism (e.g. Golf course and Swan Centre)
- Providing a pedestrian network that takes the visitor around the main cultural and historic features, viewpoints and public spaces and links businesses to customers

- Taking in the key gateways and points of arrival (e.g. railway station, main car parks, coach drop off, bus terminus)
- Improving the perceptions and experiences of the town
- Improving the appearance of the town
- Promoting and ensuring accessibility and safe journeys allowing people the freedom to walk in the town safe in the knowledge that they will receive regular and accurate wayfinding information
- Providing a physical infrastructure which reflects and supports the marketing and promotion of the town
- Providing a cost effective, concise, adaptable and easily maintained system of wayfinding

The signs themselves should be designed to reflect and enhance the character of Berwick-upon-Tweed and their presence will reinforce the identity of the town. This will necessitate where appropriate, inclusion of the existing town branding (bear and tree). It is anticipated that the signing system will consist of a combination of monoliths (map boards) and directional units positioned along the key pedestrian routes with the signs that contain the most information (monoliths) placed at key decision points.

The commissioning group is also keen to receive and explore options with regard to:

- The idea of a zonal or subject approach to aid navigation
- Digital technologies linked to the physical signs infrastructure
- Integration with sustainable transport options, e.g. wayfinding and monoliths at the main rail station, incorporating wayfinding and signage styling at bus stops and potentially utilising bus shelter as information points
- Subsequently extending the signage system to include public services (e.g. health), industrial estates, retail parks, etc. (with some variations on design to set them apart from tourist signing)
- Related but distinctive way marking for both circular and linear walking trails and cycling infrastructure within the town

\*The brief is focussed primarily on pedestrian navigation and does not include road/highway signing or signage on the A1 trunk route.

Study area 



## What is Wayfinding?

Navigation from place to place is fundamental to the comfort and security of people visiting a new place, whether it be a town, country park or busy hub such as an airport or shopping centre. This is not just about people finding their way around but is also linked to a visitor or resident feeling secure in their environment.

The clutter, both visual and audio, of many streets can affect behaviour and add to the confusion. By providing a consistent approach to signage this confusion can be offset to a large degree.

The function of wayfinding is to inform people of their surroundings in the (unfamiliar) built environment. It is important to show wayfinding information at strategic points to guide people in the right direction.

An effective wayfinding system should:

- Create a comprehensive, clear and consistent visual communication system with concise messaging.
- Show only what is needed.
- Show information that is pertinent to the space.
- Remove excessive information.
- Remove unnecessary elements that may affect the understanding of the wayfinding to create a clear visual environment ahead.
- Present a clear and consistent brand.

People approach a place in many different ways and often maps are a barrier to their understanding. Creating visual and clear destinations within sight and visual prompts along the way can help to keep people to navigate.

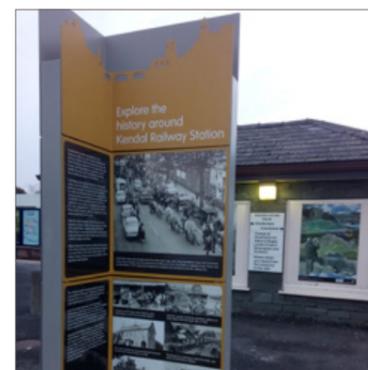
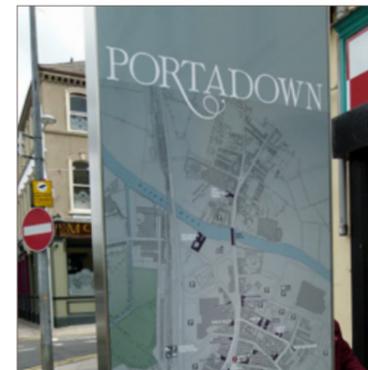
When creating a wayfinding scheme the following characteristics influence the way we interpret the built environment.

### Landmarks

To create a sense of place it is necessary to mark specific spaces and / or locations. This reinforces the recognition of places and plays a part in overseeing a larger area. With the use of landmarks and marking elements an area will become more visible and will be understood better in the human memory. Landmarks can be art-objects, buildings, street art, wayfinding signs or striking elements in a landscape. These elements combined will shape the identity of an (unknown) area as seen from a visitor's perspective.

### Orientation

In order to navigate, you need to know where you are in the built environment and where other destinations are located. Preferably it is good to know the distance in time from one place to another. If you are able to orientate yourself within the built environment, it will be easier to understand destinations and to navigate by landmarks.



In wayfinding, maps are common used to indicate your location. The use of maps is a very powerful way of expressing and understanding the built environment.

### Sense of Place

A sense of place is defined as the characteristics which make a place distinctive or unique. This is the special characteristics of a place and mark the difference of one place to another. In this context we must ask what makes Berwick distinctive? It is this “a sense of place” that will be expressed through creating destination signage that represents Berwick in miniature.

### Signage design basics

There are a number of important sign types:

- Information signs** - what is here
- Directional signs** - where it is
- Interpretation signs** - what is special about it
- Instructional signs** - what to be aware of

### Material choices

The selection of materials for signage is vitally important. Primarily, materials must be carefully selected to ensure a longevity as well as considering the end of life re purposing or disposal.

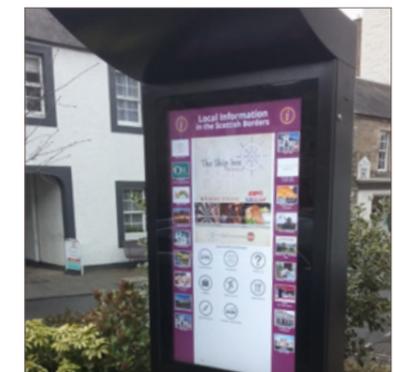
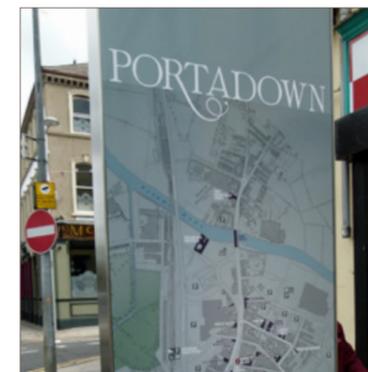
Vandalism is often a principal consideration and it is for this reason that steel is the most common choice for wayfinding systems. The structure can be a robust framework with a sacrificial cladding that can be easily replaced if damaged or outdated. However, materials must be chosen to be visually suitable and sensitive to their specific location.

The choice of framework materials can include:

- Galvanised steel
- Anodised aluminium
- Fabricated steel
- Powder coated steel
- Vitreous enamel
- Corten steel

The sacrificial layer can include UV stable materials that carry graphics:

- Formica
- Dibond
- Vitreous enamel
- Polycarbonate
- Corian
- Toughened glass
- Stone
- Ceramic
- GRP
- Digital screens



## Review of existing signage

We have reviewed the current signage provision and it falls into the following categories:

- Directional fingerposts - these are cast, heritage style posts with cast fingers. However, the fingers added recently include plastic and vinyl attached to the cast iron posts using brackets.
- Heritage interpretation panels produced by English Heritage and mainly interpreting the town walls.
- Lowry Interpretation panels.
- A mix of highway signs, brown signs, cycle signs and road signs.

### What is special about Berwick?

What is it that we want visitors to go away with? What is it that we want them to tell their friends? In essence we want visitors to be interact with our town and people.

Getting around Berwick using a map is easier if you just ask someone to tell you where to go for a cup of tea or where the park is. The orientation around Berwick can be distilled into the following:

- Welcome
- What is on offer
- How to get around

### Welcome

Signage should present a warm welcome immediately and create a sense of ease for visitors.

### What is on offer

Signage should show what the options are available to the visitor.

### How to get there

Signage should direct visitors to key destinations.

### How can we present a “sense of place”

From VisitBerwick.com - Berwick is often mistaken for being a Scottish town. It is situated only 3 miles from the Scottish Border, on the northern bank of the Scottish River Tweed and has a football team that plays in the Scottish League! It is also considerably closer to the capital city of Scotland (Edinburgh) than to London.

Berwick-upon-Tweed has been part of England since 1482, having previously changed hands with Scotland some 13 times. However its close proximity to the Scottish Border means that the people of Berwick often have mixed Anglo-Scottish families and claim to be neither English nor Scottish, but simply ‘Berwickers’.



Berwickers are friendly, welcoming characters and, spending a holiday here, you will get to know the people as well as the place.

The Berwick dialect is also an interesting mix with Berwickers being mistaken for Geordies when they go North, or Scots if they go South! If you travel around the Borders towns and villages during your stay, you will discover that each town and village has a different local accent.

Berwick being a town independent of either country has never been felt more than when the town was included in the declaration of Crimean war, “England, Scotland, Wales and the town of Berwick-upon-Tweed...”, but omitted from the 1856 peace treaty, creating the wonderful story that Berwick was still at war with Russia! This ‘state of war’ continued until 1966 when, it is said, the Mayor of Berwick signed a peace treaty and declared that “the Russians could now sleep easy in their beds”.

### Our survey

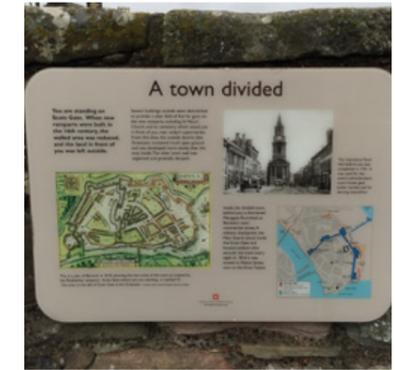
As part of our survey work we followed the route that we imagined a visitor would take from the main arrival point of the Rail Station. Our journey was limited to the journey from the Railway Station to the town centre by pedestrians.

From this main arrival point there are a number of different journeys that a visitor can take. These journeys take the visitor through a series of key decision points.

## “Arrival and wayfinding is key to the enjoyment of Berwick by visitors

Better highways signage needed For pedestrians, a series of information points (monoliths) in key orientation locations will guide visitors and indicate useful information such as walking times and transport interchanges.

From: Tweed & Silk: A Public Realm Strategy for Berwick-upon-Tweed



# Wayfinding Requirements

This is a summary report based on a site visit made 26 April 2018. The purpose of the visit was to assess the signage requirements for the journey from the Station to the town Centre.

**This report will form the basis for the study to follow which set out the following:**

1. Signage requirements
2. Clutter removal
3. Other interventions such as adding art features
4. Colour suite based on the Public Realm study Tweed and Silk
5. Design proposal for the proposed signage suite
6. Construction drawings and specifications of the proposed signage suite
7. Map proposals showing designs and options of different styles of maps
8. Costings and Implementation strategy
9. Consultation and visual presentations/exhibitions
10. Story lines and content

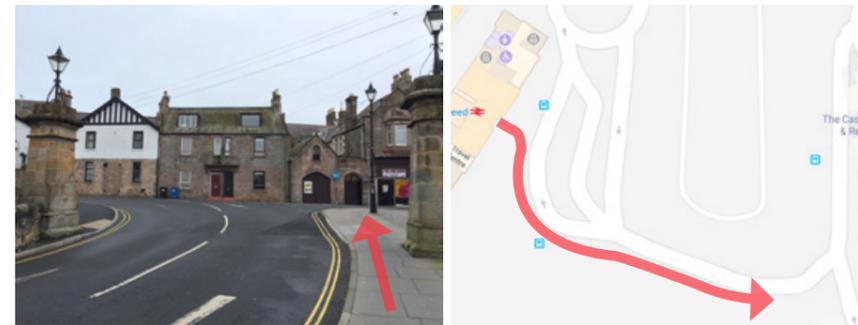
This included the arrival at the station and key decision points along the way.



## Decision point 1 - Station exit.

Here the path directs you across the road towards the car park where there is no pedestrian access to the route into town. The erection of the railing would also create more taxi free space directly outside the exit without reducing the taxi rank. We need to re-direct people left along the pedestrian route up to the junction and then on to the caravan park and right, to the town centre.

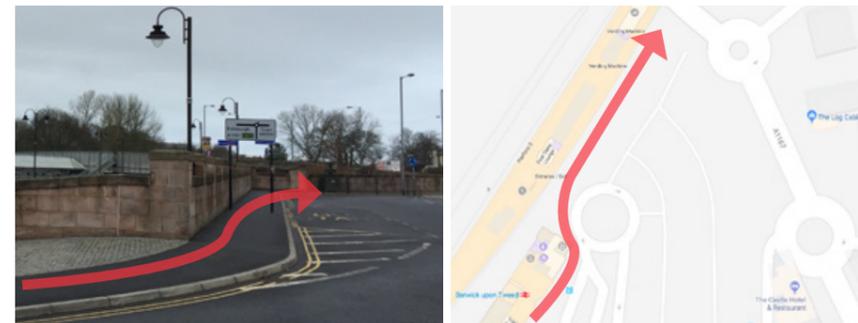
- **Action 1** - erect short railing outside the station exit that would create an immediate decision to be made - turn left or right.
- **Action 2** - install signage on railing directing people to the town centre - right, and the caravan park - left.
- **Action 3** - look at getting funding from Haven for their sign.
- **Action 4** - check funding for the railing.
- **Action 5** - tall fingerpost directing left to caravan park and right to town centre, visible from the exit.



## Decision point 2a - top of railway street - right

This is the junction to the quiet road into Berwick - along railway street. There is standing space off the road and some left over signage which can be removed. This would create a space for orientation and with the addition of seating could also be a meeting point.

- **Action 1** - erect tall monolith 1 with map showing route into town centre and amenities such as cafes, toilets, places of interest, safe cycle routes, shops and tourist centre.
- **Action 2** - install seating
- **Action 3** - remove sign clutter



## Decision point 2b - top of railway street - left

This is the end point of the pedestrian route from the station up to the main road (A1167). This is another key arrival point and would allow people to gather themselves before deciding on their next steps. This is also a good meeting point as well as rest point as it is near to the park and seating.

- **Action 1** - erect tall monolith 2 with map including routes into town, safe cycle routes, connections to beach, caravan parks and city walls.



### Decision point 3 - at the junction of railway street and the main road (Castlegate)

Here you reach the junction and there is a beautiful heritage style sign on the wall. Opposite is a very visible bus stop sited in front of the war memorial. This is the beginning of the approach into Berwick proper.

- **Action 1** - refurbish and re-word the heritage sign
- **Action 2** - move the bus stop down the hill away from the war memorial
- **Action 3** - remove the damaged Perspex windows of the bus stop and replace with a perforated screen with a Berwick crest or other image attached using vinyl wrap.
- **Action 4** - add signage into the town centre right, caravan park and other routes left on the bus stop - visible from the junction.
- **Action 5** - remove the cast iron finger post



### Decision point 4 - pedestrian crossing approaching the arch.

This is where we want cyclists to dismount and cross the road to a new cycle rest/maintenance point. We can do this by adding signage to cyclists inviting them to cross the road in order to access the safe cycle route down to the quayside. There is also another heritage sign on Bank Hill.

- **Action 1** - add sign on the pedestrian crossing - left side of the road - inviting cyclists to dismount.
- **Action 2** - add cycle maintenance area beneath town wall.
- **Action 3** - add cycle friendly sign showing all connected routes including Sandstone Way etc.
- **Action 4** - add seating and bike stand.
- **Action 5** - move planters to allow the monument to be viewed.
- **Action 6** - refurbish and reword the heritage sign on Bank Hill and reposition onto the opposite wall. This would show safe cycle route to the quayside.

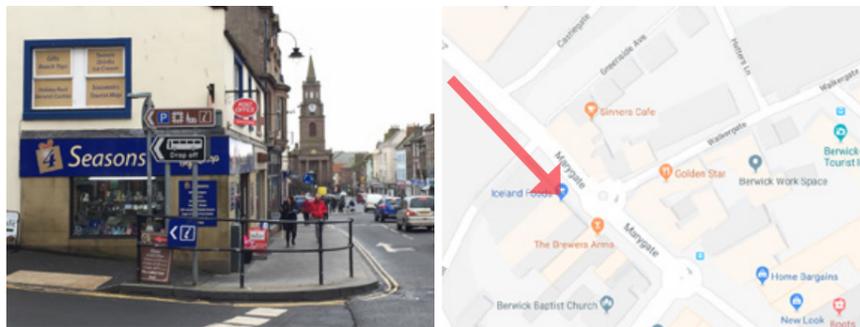
**GENERAL POINT** - look at painting the planters the same colour palette as proposed in the monolith.



**Decision point 5 - along the wall opposite the memorial there are two redundant windows which are part of B&M Bargains.**

They look rather tired and could do with a facelift. This would help to improve the approach into the historic centre. As you proceed through the arch there is a large neon information sign and finger posts pointing to the car park

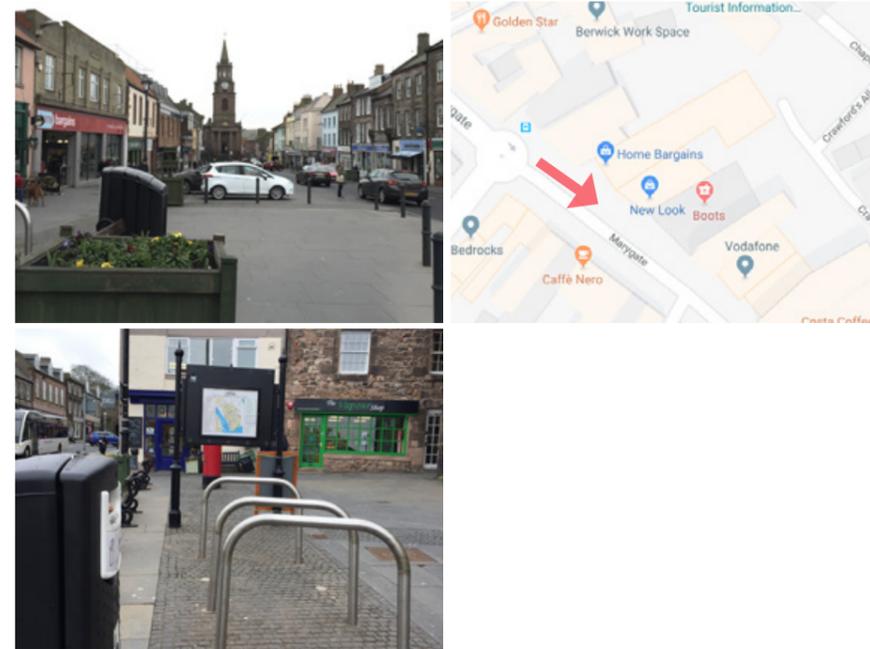
- **Action 1** - refurbish the windows include an interpretation sign and notice board.
- **Action 2** - remove/reposition the neon sign
- **Action 3** - remove the outdated map interpretation signs
- **Action 4** - remove the fingerpost
- **Action 5** - remove/reposition the neon sign



**Decision point 6 - As you walk through the arch there is a major junction - Walkergate - which takes you left to the barracks.**

The railings here could be improved and redesigned to create an arts interpretation of the barracks and would, therefore, link them to the town centre. There is also a heritage sign on the wall pointing to the “beaches, etc”.

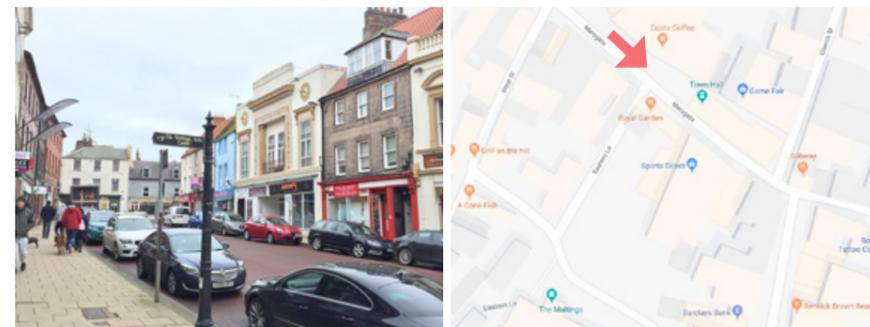
- **Action 1** - remove/refurbish the heritage sign and add additional information such as the Barracks
- **Action 2** - establish arts project to create a facelift for the railings



**Decision point 7 - once through the arch you arrive at the centre of focus of the commercial centre.**

Here there is a flashing neon sign and on the back there is a map.

- **Action 1** - remove/reposition the neon sign
- **Action 2** - erect a tall monolith sign 3. Double sided showing maps at different orientation.



**Decision point 8 - midway down Marygate there is a finger post on the opposite side of the road pointing to the Maltings.**

- **Action 1** - remove fingerpost
- **Action 2** - add directional information at bollard height for pedestrians - pointing to the Maltings and quayside.



**Decision point 9 - at the bottom of Marygate the road splits to the right and the footpath winds its way down to the bottom of the street and to Church Street.**

There is a beautiful wall mounted panel erected by the freemen within the old town hall courtyard. There are some old fingers attached to the wall of the town hall.

- **Action 1** - wall mounted sign on (insert name) wynd.
- **Action 2** - erect tall monolith sign 4 at the bottom of the street - ensure vehicle access is maintained for market and emergency services. This will help to connect to the quayside and barracks area and along the walls.
- **Action 3** - remove the fingers from the wall.
- **Action 4** - refurbish - if possible - the wall panel.



**Decision point 10 - as you walk up Church Street you reach a large car park which is positioned on the old parade ground.**

The buildings surrounding it are of great historical interest. This is the point where it is possible to access the town walls and the Barracks. There is a redundant notice board at the car park as well as a number of car parking signs servicing the car park itself.

- **Action 1** - remove the notice board
- **Action 2** - remove the car park sign next to it
- **Action 3** - erect a tall monolith sign 5 showing the town wall and all the access points back to the shopping centre - along with access information, such as steps etc.

**Signage requirement**

- Tall monolith signs x 5
- Fingerposts x 2
- Incidental signage including heritage signs x 10
- Railings x 1
- Railing art panels x 2
- Bus shelter screen x 1

# Snapshots of Berwick



View from Station exit - looking ahead.



View from Station exit - looking left.



View from car park looking towards Station.



Walking up towards Railway Street.



Looking towards Station.



Walking up towards Railway Street.



Walking up towards Railway Street - left.



Junction of Railway Street - right.



Junction of Railway Street - left.



Roundabout at top of Railway Street - left.



Roundabout at top of Railway Street - left.



View from junction of Railway Street - right.

# Snapshots of Berwick



Castlegate - looking towards town walls.



Gillie's Braes & Castle Vale Park interpretation panel.



Gate zinc etched interpretation panel.



Neon sign at main arch into town.



Looking towards car parking at Castlegate.



Interpretation panel at Castlegate entrance.



Looking back to entrance to Castlegate car park.



Neon welcome sign at main arch to town.



Junction of Walkergate and Marygate.



Junction of Walkergate and Marygate.



Historic Wynd looking towards Berwick Workshops



Neon welcome sign on Marygate.

# Snapshots of Berwick



Fingerpost and planter on Bank Hill.



View down to Tweed Street leading to Quayside.



Fingerpost on Bank Hill.



Steps and railings.



Looking up to Royal Tweed Bridge from Bank Hill.



Fingerpost on Bank Hill.



Historic wynd off Marygate.



Historic wynd on Quayside.



Fingerpost on Quayside.



Cobbles and bollards.



Fingerposts and casual sign attached to it.



Fingerposts and casual sign attached to it.

# Snapshots of Berwick



Historic Wynd.



Archway and doorway.



Fingers attached to Town Hall.



Historic sign in Town Hall.



Traditional shop front and street sign.



Traditional steel gate.



Police Station.



English Heritage interpretation sign on Town Wall.



Sea view.



Lowry interpretation panels.



Traditional heritage sign.



Traditional fingerpost.

## Historical Development (Extract from: Berwick-upon-Tweed Conservation Area Berwick-upon-Tweed Borough)

### Historical Development 3.1 Development History

#### 3.1.1 Preamble

The history of Berwick-upon-Tweed is unique in the UK and its resultant townscape is of European significance. It is not the length of its history, stretching back into the mists of antiquity, that makes it extraordinary, but its intensity and complexity over the last 900 years. To add to this, many of the special material evidence of this history can still be experienced on a visit to the town today, providing a townscape feast for both the eyes and the mind.

The history given here will go some way to explaining how this has come about, in what order it was achieved and, occasionally, how some parts were lost too. Fortunately, the town has one of the better sequences of town plan-diagrams and maps in the UK, starting in the 1570s, so these are used as a framework of this history of the town's development.

Within this framework, historical complexity and myriad topographical detail, all of which are part of the richness of Berwick, are reduced to suit this document's strategic purpose by, first, presenting information in an easily accessible topic-based format and, second, by giving details only of significant developments and the minimum of information on individual buildings. More details of the many interesting buildings and frontages of Berwick are available elsewhere, notably listed building descriptions, Pevsner and a 2003 survey of Berwick's buildings for the County conservation team by Grace McCombie. There is significant potential and need for more building-specific research in the conservation area.

#### 3.1.2 Place Names

The science of place names is now much advanced, and analysis of linguistic origins can provide some evidence of the general age of settlements. Tweed is a Celtic (or earlier) name, probably meaning 'powerful' and is first mentioned by Bede, c 730, as Tuidi fluminis and Tweoda later in 1050. Many of northern English rivers, including the Aln and the Tyne, have retained their Celtic names. Berwick is a common name, but it is unusual to find it applied to a town, as most places in the UK called Berwick are villages. It is from the Anglo-Saxon bere and wic, and literally means 'barley-farm'. But, if berewic is given its alternative meaning as an outlying unit of a more important settlement or place, Berwick may have been part of a larger, more important Saxon estate now vanished. It is recorded as Berewich in 1167 and Berewicum super Twedam in 1229.

Tweedmouth is Saxon, obviously meaning 'the mouth of the river tweed', and is made up of a Celtic or pre-Celtic river name and the Saxon mutha, recorded in 1208 as Tuedemue. Spittal is the usual word for a hospital in Middle English, which linguistically extends roughly from 1150 to about 1500. Spitel survives in the common names of Spital, Spittle and Spittal. Spittal applying to this settlement is named after the leper hospital of St Bartholomew founded in 1234, the site of which is no longer known but believed to be in the area of the demolished Spittal Hall in Billendean.

### 3.2 Pre-Map History, up to c.1570

#### 3.2.1 Settlement Origins

The origins of the town are obscure. All that can be said for sure is that Berwick was in existence by the eleventh century, and there is little reliable evidence to tell for certain about Berwick before then. For example, was Bondington the place where the Saxons lived and Barevik (old Norse) where the Viking invaders lived separately? Much food for thought, but little evidence to go on.

By the twelfth century, Berwick was considered well established and important enough by King David I of Scotland (1124-53) to be designated as a Royal Burgh within the Scottish Court of four Burghs. The other three were Roxburgh, Edinburgh and Stirling.

#### 3.2.2 Political History

Berwick was Scottish until 1173. Amazingly, it was then disputed on and off by the English for the next 309 years up to 1482, after which it was no longer Scottish.

In this period, the town changed hands 14 times and of these 309 years, Berwick was occupied by the English for a total of 166 years (54%) and by the Scots for 143 years (46%). The 80 years between 1216 and 1296 (ie. the reigns of Scottish Kings Alexander II and Alexander III) have been described as Scottish Berwick's Golden Age of Wool.

Although the town remained in the hands of the English after 1482, Berwick was not absorbed into England proper until many years later. From 1551 it was treated as neutral territory, with the town and the area to the north becoming 'a county of itself', with the garrison on occasions serving Scottish interests as well as English ones. The borough was extended to take in Tweedmouth and Spittal in 1835. Its powers were eroded in 1889 when Northumberland County Council was set up and it finally lost any vestiges of county status in 1974. The county of Berwickshire still adjoins Northumberland across the Scottish border.

### Defences

#### Destruction Of The Town

The town was burned down at least three times - in 1174 by Henry II, in 1216 by King John, and in 1296 by Edward I. Edward began to build new defences in stone within days of his occupation. Some damage would inevitably also have been done on each of the other 11 occasions that the town changed hands up to 1482.

#### The Castle

Originally there was a Scottish castle on the current castle site - in 1124, timber was supplied from Coldingham to David I for the town and castle. A wooden castle was burned by Henry II in 1174 who then built a replacement in stone.

This castle was likely to have been strengthened by Edward I when he began to build the first English Wall around the town in 1296. By 1533, most of the castle's towers and walls had been adapted to house and withstand artillery. In 1604 a large private house was built within the walls of the castle.

The castle fell out of use with the decay of the Edwardian walls and the vacancy of the large house. The stone, wood and lead from the castle and house were used to build the parish church of 1650 and other public structures. Finally, further damage was done in 1850 when the railway opened a station within what remained of the precincts of the castle. Only the White Wall of 1297-8 has substantially survived, running down to the river's edge.

### **Scottish Fortifications & The First English Walls**

The earliest Scottish defences are believed to be lines of ditches and banks topped by a timber palisade which was not particularly tall, built across the neck of land between the castle and the sea.

In 1296, Edward I began a circuit of stone walls with towers at intervals from the river's edge at the castle's White Wall, prescribing a new boundary for the town. Work was continued by his son, Edward II, and by Robert I of Scotland. The Walls were substantial and complete enough to withstand a ten day siege in 1319 and a three month blockade and siege in 1333.

### **Modifications Of The First English Walls**

The Edwardian Walls and their towers were repaired and progressively improved throughout the middle ages and into Tudor times. Particular modifications included an important Henry VIII artillery fort of 1539-42, now known as Lord's Mount. It resembled coastal gun towers built by Henry elsewhere but, soon after the Elizabethan Walls were begun (see below), it was lowered and filled with rubble to reduce its value to an attacking enemy.

The octagonal bell tower was added in 1557 to replace an earlier bell tower which stood at the acute angle of the walls in the 1530s and had been destroyed by Lord's Mount. A huge defensive citadel with elaborate corner bastions to repulse artillery was begun by Edward VI. It was to cover the sea and river approaches and so straddle the existing southern walls but, by 1557, it remained unfinished and was abandoned at the prospect of the proposed new Elizabethan Walls.

### **The English Elizabethan Walls**

The Edwardian Walls slowly fell out of use and were allowed to deteriorate after the Elizabethan Walls were begun in 1558. The Elizabethan Walls were built almost entirely within the Edwardian Walls that continued to provide protection during the building process. The whole northern section of the previously walled town was left outside the new walls. These were totally unlike their medieval predecessors as they had flanking walls and massive pointed bastions, reinforced by thousands of tons of earth to support and withstand artillery.

Cat Well wall was begun in 1561-2 to complete the circuit of the Elizabethan Walls between King's Mount and Meg's Mount, but was abandoned shortly after, possibly because it would leave Royal interests in the lower town area defenceless. Although it was on the same scale as the rest of the walls, little trace of it now remains.

Although the Elizabethan walls were substantially laid down (but incomplete) on the north, east and south sides of the town, the old Edwardian Walls were allowed to remain along the whole of the western side, probably because finances were running out on what had become the most expensive single project of Queen Elizabeth's reign.

### **The Georgian Walls**

The Jacobite risings of 1717 and 1745-6, and the building of the Barracks and the Governor's House, encouraged a rebuilding of most of the western medieval walls between 1761 and 1770, including Fisher's Fort, Coxon's Tower, the Thirteen Gun Saluting Battery, the Eight Gun Battery, the Stonegate (formerly Fish Port or Fish Gate) and the Old Quay Wall.

## **3.2.4 Transport**

### **The Early Tweed Road Bridges**

Prior to the building of a bridge, the Tweed was usually crossed either by low tide fords, one of which ran from Tweedmouth, or by ferry boat. There was a wooden bridge across the Tweed by 1153, the first of many as the river was prone to fierce flooding; this one was swept away in 1199. Two replacements were provided in the thirteenth century, first in timber and then in stone. The stone bridge was destroyed in 1294 after only nine years. For the next two centuries, there was no bridge at all.

Before the end of the fifteenth century, Henry VII had supplied another wooden bridge, the condition of which frequently caused concern. James I crossed over it in 1603 on his way to London to take up the crown and his experience of its condition persuaded him to find the money for a stone replacement. This is the Berwick Bridge that still survives today. It took 23 years to build and was finished in 1634 (although it had been open for use since 1624), with 15 arches of varying spans. The whole bridge rises up towards the second arch from the Berwick end which is higher to accommodate the passage of small boats beneath.

### **Berwick Quay**

The quay may have developed from the amalgamation of separate landing stages linked to warehouses on what is now Bridge Street. The building of the first English town walls along the riverside would have separated the riverside and the quay from the town, requiring several minimal (and, no doubt, inconvenient) doorways through the walls to facilitate the business of the quay. This happened in other riverside walled towns such as Newcastle.

As the 400 year sequence of bridges were built, often starting from different points on the river

bank, it is likely that the quay was always arranged to be downstream of each bridge. After the construction of Berwick Bridge, the quay occupied the area immediately downstream, where it still is.

### 3.2.5 Origins Of The Layout Of The Town

The pre-1296 layout of the town and its defences that Edward I attacked are known only from street names; the earliest representation of the layout of the town is about 350 years later. Edward I was a great town builder with a liking for chequerboard plans (see Winchelsea, Sussex, and the regularised Bastide towns on the Welsh marches) but evidence suggests an Edwardian re-planning never happened so the definite regularity in Berwick's layout today is attributed to the previous organised planning of the Scottish Royal Burgh that Edward had captured. The surviving grid-like layout is therefore older than one might first think.

Whatever layout Edward inherited for the town, the pattern was to be somewhat disrupted by the insertion of the Elizabethan Walls inside Edward's Walls about 250 years later, and the consequent exclusion of part of the old town. However, it is perhaps surprising how little the street layout of Berwick has changed since, not least in spite of the town's accommodation of increased road and rail transport in later centuries.

The layout never had a central space or piazza in the Classical planning sense, but the early focus of the junction of Mary Gate, Church Street, Wool Market and Hide Hill, where the town's market cross was originally situated, has today been replaced by the linear Marygate market space, ennobled by the presence of the Town Hall.

### History from Maps

The Map sequence used below is as follows:

- Plan-diagram of Elizabethan Berwick, 1570, attributed to Rowland Johnson, the Surveyor of Works at Berwick from 1565-c1575
- John Speed's map of Northumberland, 1610
- John Speed's map of Berwick, 1610
- 1725 Army map of Berwick
- South Prospect of Berwick, 1745, a view rather than a map
- Armstrong's map of Northumberland, 1769
- Armstrong's Plan of Berwick, 1769
- Fuller's map of Berwick, 1799
- Fryer's map of Northumberland, 1820
- John Wood's map, 1822
- Greenwood's map of Northumberland, 1828
- Board of Health map, 1852

- OS First Edition at 25", c1860
- OS Second Edition at 25" scale, 1897
- OS Third Edition at 25" scale, c1920
- OS Fourth Edition at 25" scale, c1960s
- Digital map of c2006

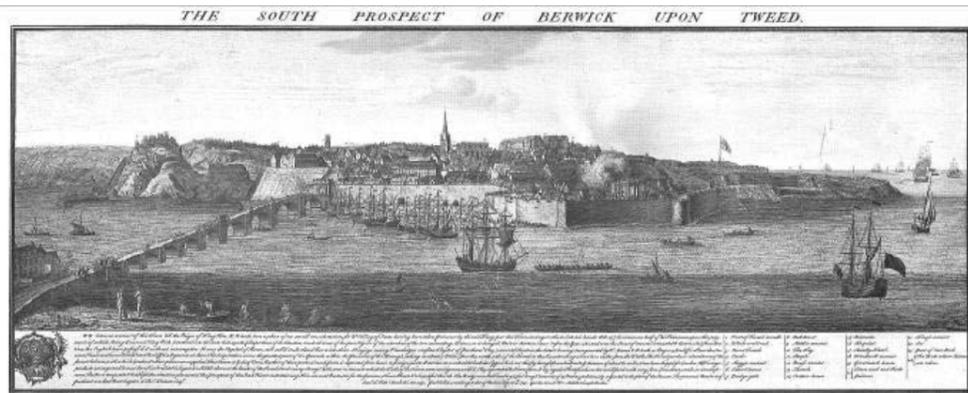
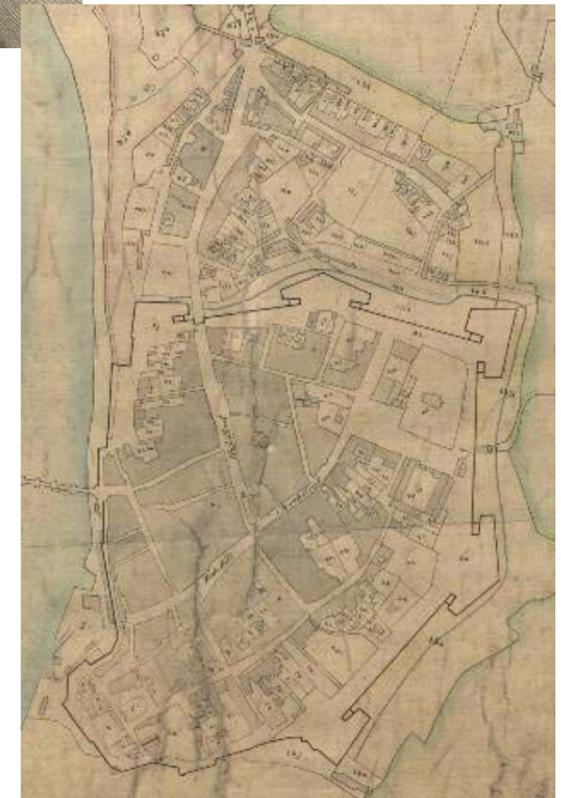
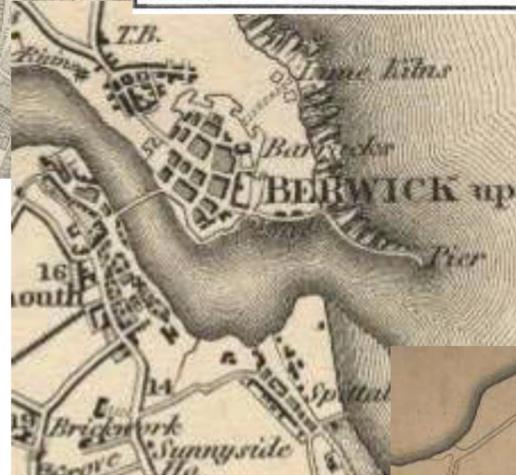
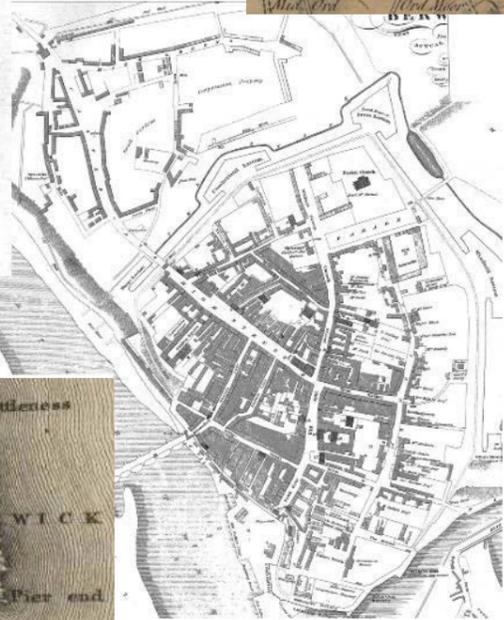
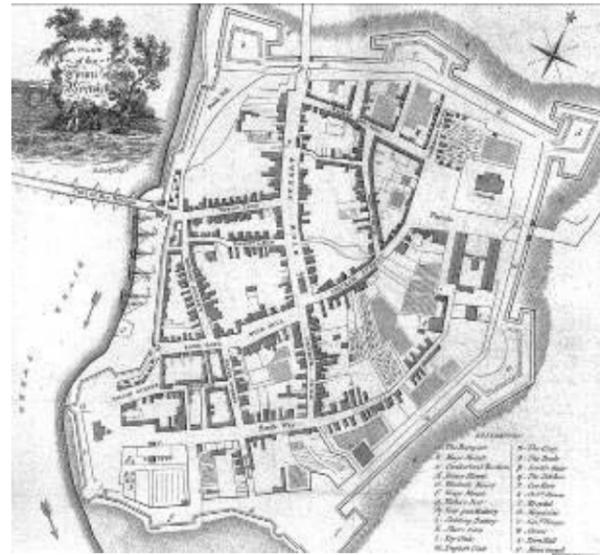
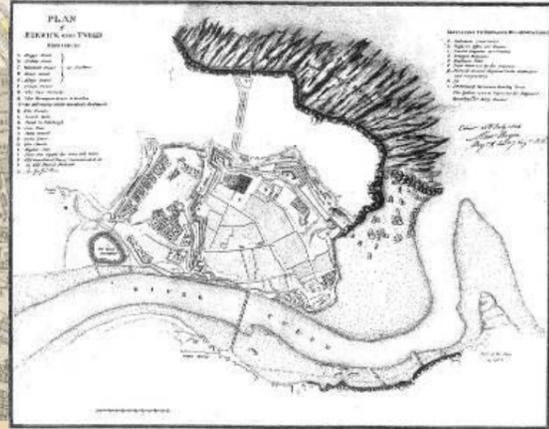
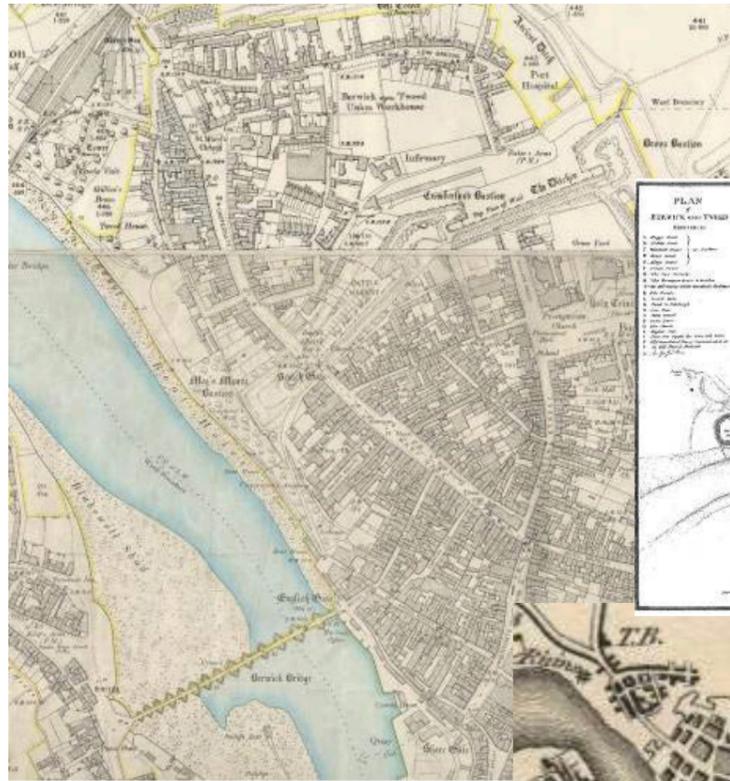
### 3.4 Archaeology

Ancient development pattern and fabric play a strong part in the character of the conservation area. The presence of three such extensive scheduled monuments - castle, Edwardian Walls, and Elizabethan Walls - is unusual and singles out huge tracts of the conservation area as having a deep, layered history and surviving remains. The potential for below-ground archaeological deposits in the built parts of the conservation area is generally high. Research and investigations have the potential to reveal much about the early life of the settlement and could contribute to the understanding of the history of Berwick and settlement across the headland.

Of equally high importance to the below-ground potential is that of the standing buildings. Many are older than they first appear, often shown by thick ground floor walls, low, squat proportions and heavy chimneys. Desk-top research or on-site evaluation could reveal much about construction, use and development throughout the town's life, as well as the general pattern of development in the area.

Due to this sensitivity and potential, an archaeological understanding of fabric and spaces would help manage change in the future and could generate significant research potential.

# Historical Development as told by maps (Extract from: Berwick-upon-Tweed Conservation Area Berwick-upon-Tweed Borough)



## Design influences

We have referred to the following two documents when considering colours, shapes and materials:

Berwick-upon-Tweed Conservation Area, North East Civic Trust.

Tweed & Silk, a Public Realm Strategy for Berwick-upon- Tweed, Southern Green.

We have drawn from these two documents a range of colours, shapes, materials and shapes that have helped to define the principle design for the monoliths. Our intentions have been to ensure that the monolith designs fit within the context of the historic fabric of the town. Whilst many of the design proposals set out in Tweed & Silk have not been implemented the ethos behind the ideas in it have been respected.

The following pages show snapshots from these two reports and provide some background to the design proposals that follow this section.



# Shapes

## 5.2.5 Doorways



Many of the area's doorways are emphasised and can be particularly decorative and prominent features. Particularly impressive doorways are common in the **Palace Green / Ravensdowne** and **Parade / Wallace Green Sub-Areas** but are found across all sub-areas, from No.1 Northumberland Avenue to No.1 Wellington Terrace, and from the Barracks to the former public toilets on Pier Road.

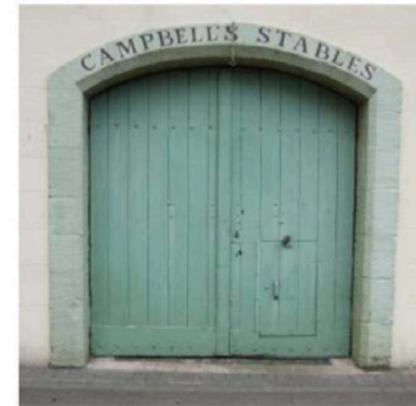
The majority of domestic doorways are emphasised in one of three Classically-inspired ways: raised dressed stone surrounds or hoods (eg. Nos.3-8 Pier Road, Nos.15-17 Castlegate, No.11 Railway Street); full decorative doorcases, most in stone (eg. No.57 Church Street, No.24 Hide Hill, No.21 Quay Walls, Parade) and some in timber (eg. No.3 Hide Hill, No.51 Bridge Street); and finally, and fewest in number, are the more elaborate, grander porches providing the strongest

architectural emphasis (eg. No.1 Wellington Terrace, No.7 Ravensdowne). Each of these ornate but polite statements of grandeur is different from the next, but all are typical traditional features which enliven the architecture and are used to demonstrate status where passers-by and visitors would see it best.



Berwick-upon-Tweed Borough Council

Berwick-upon-Tweed Conservation Area



Commercial openings are chunky and plain, with simple timber doors. Some have been re-used

Traditional commercial doorways contribute to the character of the area's historic industrial buildings. Large arched carriage openings are found across the area, some with timber doors intact, others now with modern metal gates or nothing. Also typical of commercial buildings are upper level loading doors



Berwick-upon-Tweed Borough Council

Berwick-upon-Tweed Conservation Area



Copious historic furniture and surfaces survive on the Quayside, plus doorways and tunnels beneath the Walls



walls, and five or so surviving pink sandstone buildings. A few trees, serpentine benches and Victoriana lampposts have been added and, more recently, the river's retaining walls re-built with strong verticality. The collection of buildings behind the quayside itself demonstrates well the high quality approach to many of the

conservation area's buildings. With a pleasing irregularity in height, form, scale and orientation, the group displays architectural variety and flair based on solid historic roots, each individually strong in materials and detail.



Berwick-upon-Tweed Conservation Area

Berwick-upon-Tweed Borough Council



Left: Distinctively Scottish crow steps. Above middle: tumbled brickwork. Above right: fat stone watercapping. Below: locally distinctive triangular verge blocks

finished with a distinctive volute scrolled kneeler found across the **Citadel** and very important to the distinctiveness of late eighteenth and nineteenth century buildings. Later Victorian ones often have flat or shaped kneeler blocks, some on commercial buildings exaggerated into large moulded brackets (eg. Nos.11-17 Castlegate). No.11 Railway Street and Nos.44-50 Tweed Street have unusual stone busts on kneelers and cornice. Timber bargeboards and eaves are distinctive of the turn of the twentieth century housing in the

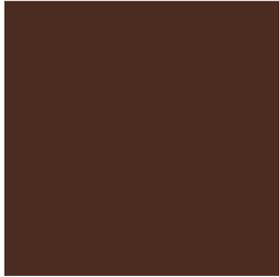
**Northumberland Avenue Sub-Area**. Ridges vary with the roof covering – pantile roofs tend to use clay half-pipes, slate ones have red or grey clay tiles, or lead rolls. Valleys are traditionally lead lined.



Timber bargeboards, eaves and verges define Northumberland Ave Sub-Area

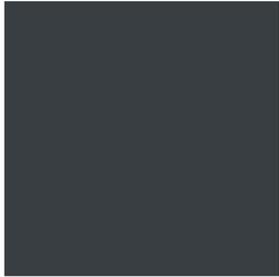
# Colour palette

## Primary



**RAL** 8016  
**PANTONE** 476C  
**CMYK** 0, 12.94, 17.25, 70.20  
**RGB** 76, 43, 32

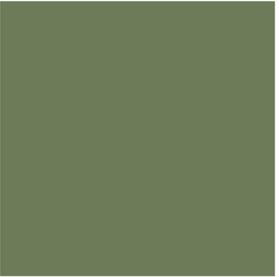
## SECONDARY



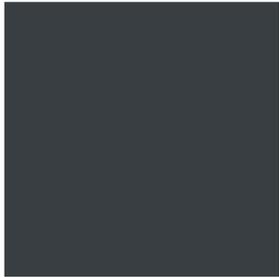
**RAL** 7016  
**PANTONE** 445C  
**CMYK** 3.92, 1.57, 0, 74  
**RGB** 56, 62, 66



**RAL** 7001



**RAL** 6011



**RAL** 7016  
**PANTONE** 445C  
**CMYK** 3.92, 1.57, 0, 74  
**RGB** 56, 62, 66

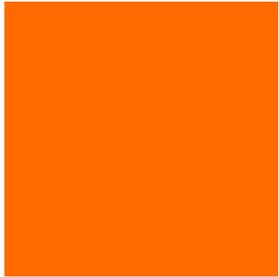


Use following:  
**PANTONE** 445C  
**CMYK** 3.92, 1.57, 0, 74  
**RGB** 56, 62, 66



Use following:  
**PANTONE** 576C  
**CMYK** 59.34, 21.27, 84.65, 4.82  
**RGB** 60, 23, 38

## HIGHLIGHTS AND STANDOUTS



**PANTONE** 1505C  
**RGB** 255, 105, 0  
**CMYK** 0, 56, 90, 0

## Proposals showing indicative designs

### Orientation Wayfinders

Bespoke totem-style signage at the places where people gather or make decisions. A single design of a Wayfinder is proposed which includes a map and directional fingers that can be changed. In addition a smaller orientation fingerpost is proposed.

The colours of the totem draw from the mainly dark red colours and sit comfortably within an historic setting. Reference has been drawn from the report: "Tweed & Silk, A Public Realm Strategy for Berwick-upon-Tweed" by Southern Green.

#### Brief description:

- There would be versatility within the design that would allow for wider mapping information, narrow heritage, wall mounted heritage.
- The materials would be of a rust/red appearance.
- Contain simple mapping and directory information.
- Highly visible.
- Instantly descriptive.
- Lightweight and robust.
- Easily maintained and replaced.
- Locally maintained

Top made up of rounded cap with letters laser cut with white backing sheet

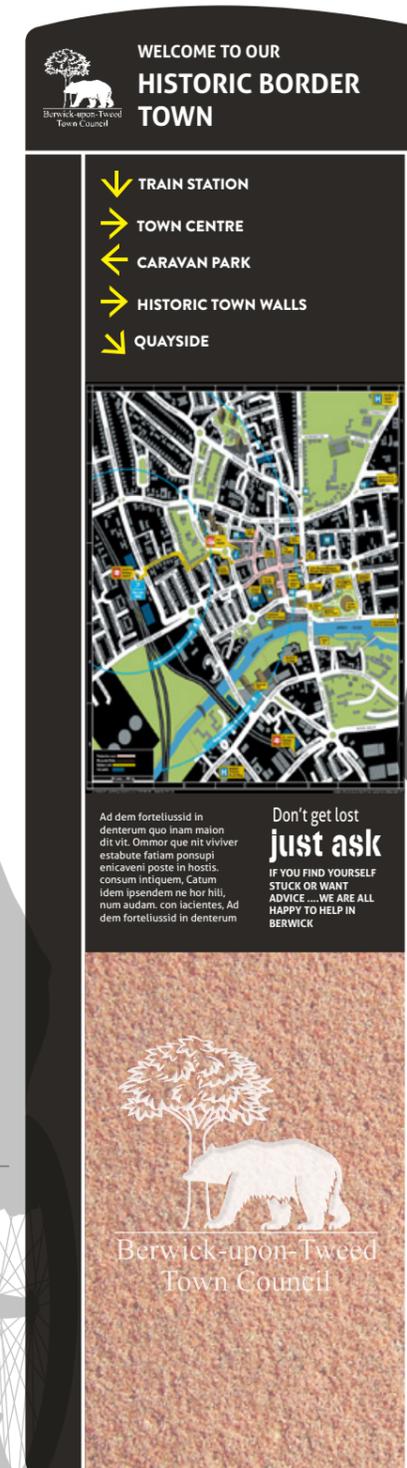
Sides made up of rounded caps

Map panel printed onto panel with high impact glass protective layer.

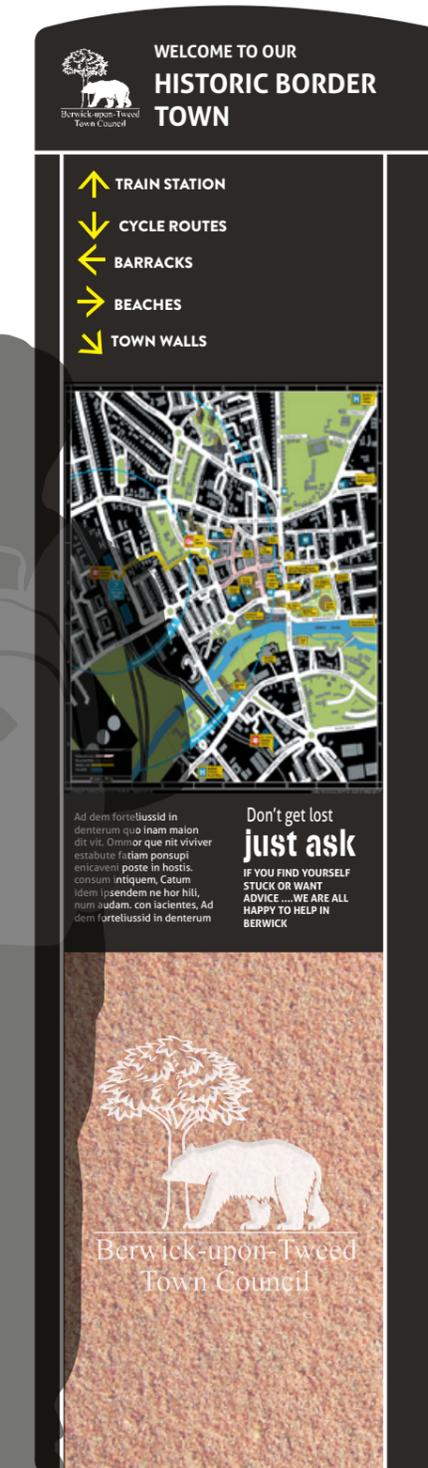
Town Centre information printed onto panel with high impact glass protective layer.

Sandstone base with carved/engraved logo

Front



Back

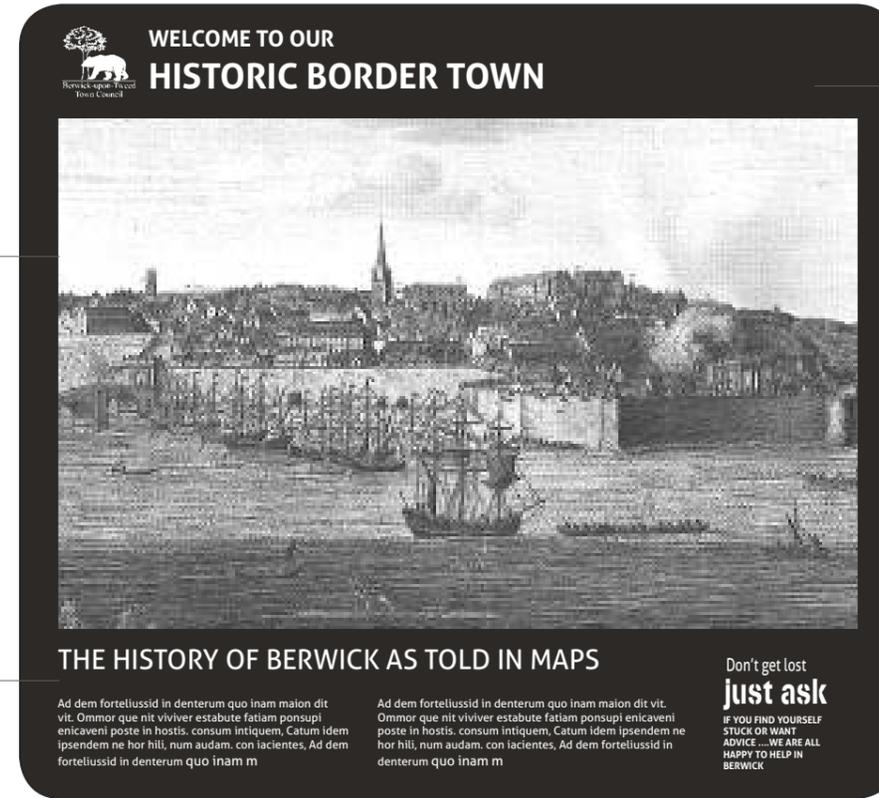


### Wall Mounted Heritage Signs - indicative

In places there is a need to provide simple one subject information panels that would explain or tell a very specific story. These panels would be mounted into a steel frame and be of robust, vandal resistant material.

Heritage information printed onto panel with high impact glass protective layer.

Heritage information



Painted metallic CORTEN/ RUSTY frame.



## Map options

The aim for the maps is to ensure that visitors can orient themselves successfully and find what they are looking for easily. It is also important that the map offers opportunities to discover things that visitors were not necessarily looking for or did not know exists.

The mapping process should be developed holistically and to ensure that visitors can orientate themselves by following a consistent and connected wayfinding system, also to ensure that maps provide a positive welcome and create a first and lasting impression.

The design process for the maps will be as follows:

- Design options
- Locations identified
- Draft design test run
- Final map design developed



## Welcome to Berwick

“Berwickers are friendly, welcoming characters and, spending a holiday here, you will get to know the people as well as the place.

From: visitberwick.com

Underlying the signage project is the proposition that visitors are encouraged to ask people for directions and advice. We want them to be fully engaged with what Berwick has to offer and this is one way that we can extend our welcome to our visitors.

### Enhancing town welcome

We believe that local people are at the heart of any welcome and by encouraging interaction between visitors and local people we can only enhance this welcome.



Don't get lost  
**just ask**

**IF YOU FIND YOURSELF STUCK  
OR WANT ADVICE ....WE ARE ALL  
HAPPY TO HELP IN BERWICK**



**DOWNLOAD THE  
APP FOR ALL THE  
SHOPPING LATEST**



# Priorities

## Phase 1:

### Decision point 2a - Railway Street - right

Action 1 Erect Monolith Sign

### Decision point 2b - Railway Street - left

Action 1 Erect Monolith Sign

### Decision point 3 - Junction of Railway Street and Main Road

Action 5 Remove fingerpost

### Decision point 4 - pedestrian crossing approaching the arch.

Action 1 - add sign on the pedestrian crossing - left side of the road - inviting cyclists to dismount.

Action 2 - add cycle maintenance area beneath town wall.

Action 3 - add cycle friendly sign showing all connected routes including Sandstone Way etc.

Action 4 - add seating and bike stand.

Action 5 - move planters to allow the monument to be viewed.

Action 6 - refurbish and reword the heritage sign on Bank Hill and reposition onto the opposite wall. This would show safe cycle route to the quayside.

### Decision point 5 - Redundant windows which are part of B&M Bargains.

Action 1 Refurbish and install interpretation sign and notice board.

Action 2 Remove/reposition the neon sign

Action 3 Remove the outdated map interpretation signs

Action 4 Remove the fingerpost

Action 5 Remove/reposition the neon sign

### Decision point 7 - commercial centre

Action 1 Remove Neon Sign

Action 2 Erect Monolith Sign

### Decision point 9 - Bottom of Marygate

Action 1 Erect wall mounted sign

Action 2 Erect Monolith Sign

Action 3 Remove fingerpost

### Decision point 10 - Parade car park

Action 1 Remove noticeboard

Action 2 Remove car park sign

Action 3 Erect Monolith Sign

## Phase 2:

### Decision point 1 - Station exit

Action 1 Erect railing

Action 2 Install signage on railing

Action 4 Install fingerpost

### Decision point 2a - Railway Street - right

Action 1 Erect Monolith Sign

Action 2 Install seating

Action 3 Remove sign clutter

### Decision point 3 - Junction of Railway Street and Main Road

Action 1 Refurbish heritage sign

Action 2 Move bus stop

Action 3 Install new screen on bus stop window

Action 4 Install signage onto screen

### Decision point 6 - Walkergate junction

Action 1 Remove/refurbish the heritage sign

Action 2 Establish arts project to create a facelift for the railings

### Decision point 7 - commercial centre

Action 1 Remove Neon Sign

Action 2 Erect Monolith Sign

### Decision point 8 - Marygate

Action 1 remove fingerpost

Action 2 add directional information

### Decision point 9 - Bottom of Marygate

Action 1 Erect wall mounted sign

Action 2 Erect Monolith Sign

Action 3 Remove fingerpost

Action 4 Refurbish wall panel

### Decision point 10 - Parade car park

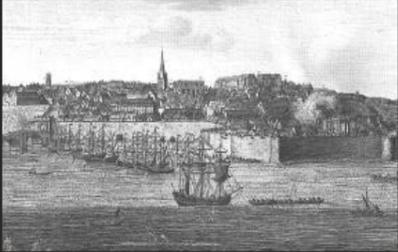
Action 1 Remove noticeboard

Action 2 Remove car park sign

Action 3 Erect Monolith Sign

Appendix 1 - design detail

WELCOME TO OUR  
**HISTORIC BORDER TOWN**



THE HISTORY OF BERWICK AS TOLD IN MAPS

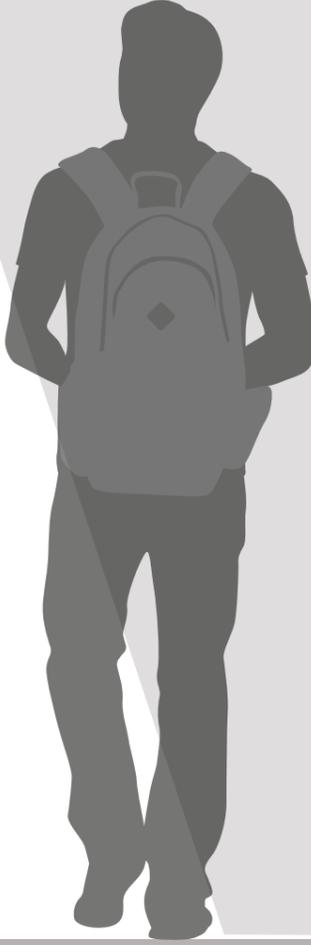
Don't get lost  
**just ask**

Ad dem fortellusid in denerum quo inam malon dit vit. Omnor que nit viviver estabute ferim postepi enicaveni poste in hostis. cotum inoquem. Catum idem sporetem in bor hills, num audam. con laciendes. Ad dem fortellusid in denerum

← TOWN CENTRE

← QUAYSIDE

TRAIN STATION →



WELCOME TO OUR  
**HISTORIC BORDER TOWN**

- ↓ TRAIN STATION
- ↓ TOWN CENTRE
- ← CARAVAN PARK
- ↓ HISTORIC TOWN WALLS
- ↓ QUAYSIDE



Don't get lost  
**just ask**

Ad dem fortellusid in denerum quo inam malon dit vit. Omnor que nit viviver estabute ferim postepi enicaveni poste in hostis. cotum inoquem. Catum idem sporetem in bor hills, num audam. con laciendes. Ad dem fortellusid in denerum

IF YOU FIND YOURSELF STUCK OR WANT ADVICE... WE ARE ALL HAPPY TO HELP IN BERWICK



Berwick-upon-Tweed  
 Town Council

WELCOME TO OUR  
**HISTORIC BORDER TOWN**

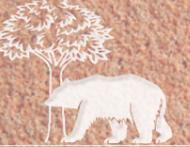
- ↑ TRAIN STATION
- ↓ CYCLE ROUTES
- ← BARRACKS
- ↓ BEACHES
- ↓ TOWN WALLS



Don't get lost  
**just ask**

Ad dem fortellusid in denerum quo inam malon dit vit. Omnor que nit viviver estabute ferim postepi enicaveni poste in hostis. cotum inoquem. Catum idem sporetem in bor hills, num audam. con laciendes. Ad dem fortellusid in denerum

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Berwick-upon-Tweed  
 Town Council

**Appendix - costs**







Queens Hall | Beaumont St | Berwick | Northumberland | NE46 3LS | 01434 609 312  
design@differentia.co.uk | differentia.co.uk